The impact of corporate social responsibility on supply chain

M.Farhan Younus¹ , Syed Faizan Hassan², Hasnain³, Agha Amad Nabi⁴*

¹,²,³,⁴ Faculty of business Administration IQRA University Pakistan

* Corresponding author: ammadagha786@gmail.com

Abstract

In today’s business world, growing attention is being paid on the business concept; “Corporate Social Responsibility” mostly because of environmental concerns, regulatory impacts, commercial benefits and reputation in front of the society. Increasing number of companies initiates and implements practices considered as CSR activities. Concept of Corporate Social Responsibility (CSR) has been first introduced by Bowen (1952) and states that while implementing strategies and making their decisions, organizations should act taking into consideration society’s values. In this respect, Carroll (1979) defined CSR as sensitivity of an organization about the stakeholders’ expectations on the management of social, environmental, economic, ethic and legal issues.

Towards the end of 1980s, concept of sustainable development has been introduced and has focused on economic, social and environmental factors that organizations should consider. Sustainable development emphasizes how today organizations can fulfill their needs without jeopardizing the needs of the future generations. Therefore, MNCs interested in a green supply chain should be attempting to cut their transportation carbon emissions and those of their suppliers. This can be accomplished by using biofuel, choosing the type of transportation with the least carbon footprint (trains and ships), utilizing smaller trucks when possible, and encouraging fuel efficient driving behavior by employees.

Keywords: CSR, Supply Chain, Society

Introduction

Every day, numerous activities in every supply chain have impacts that have a wider influence than just on the products and services that are the focus of the chain. Here, implementing principles of corporate social responsibility comes into consideration to ensure minimal negative and maximal positive supply chain impacts. Both topics, supply chains and their management as well as corporate social responsibility, have seen an extensive rise in actuality and research in the last decade. However, little is written on the effects of one on the other or on the possibilities which implementing social responsibility principles to supply chain management brings. Therefore, the main aim of this paper is to present a short overview of both topics separately and then offer some insight into the necessity of combining these two practices and into the possible positive outcomes. The authors will mainly rely on a review of the literature from both fields to present topics to the reader and then, based on this, will develop the notion of supply chain social responsibility.

CSR in its broadest sense can be defined as “a view of the corporation and its role in society that assumes a responsibility among firms to pursue goals in addition to profit maximization and a responsibility among a firm’s stakeholders to hold the firm accountable for its actions”. (Chandler and Werther, 2014, p.6). CSR activities have also been described as “the actions a company initiates to further some social good beyond its own interests, going beyond compliance and exceeding legal obligations” These actions could include charitable endeavors, fair labor practices, mitigating harmful environmental impacts, fair trade, and sustainability practices such as reclaiming packaging material and minimizing water usage and waste products.(Jones and Jonas, 2011, p.65).

Concept of Corporate Social Responsibility (CSR) has been first introduced by Bowen (1952) and states that while implementing strategies and making their decisions, organizations should act taking into consideration society’s values. At the end of 1970s, after development and inclusion of Stakeholder Theory into the management literature, CSR has been defined as covering all the relevant stakeholders. In this respect, Carroll (1979) defined CSR as sensitivity of an organization about the stakeholders’ expectations on the management of social, environmental, economic, ethic and legal issues.

Towards the end of 1980s, concept of sustainable development has been introduced and has focused on economic, social and environmental factors that organizations should consider. Sustainable development emphasizes how today organizations can fulfill their needs without jeopardizing the needs of the future generations. Concepts of social responsibility and sustainable development have been developed separately and social responsibility mainly focuses on social issues as human rights while sustainable development mainly focuses on environmental issues. Nevertheless, in the recent management literature, those two concepts are being used together. Even though the term “CSR” includes the word “corporate”, CSR covers the issues related to both social and environmental matters. On the other hand, CSR practices cannot be considered distinct and even should be integrated to other organizational strategies or activities. Another important issue is that CSR practices are mainly based on the principle of volunteering. That is why those practices should be carried out by participation of relevant stakeholders. During recent...
years, there have been several factors that force or stimulate organizations concentrate on CSR and especially environmental applications. Among those, laws and regulations turning CSR applications into mandatory implementations are considered the most important factors. Another important factor is possible negative financial consequences that might be faced by the organizations ignoring or not complying with social or environmental responsibilities.

Companies have realized the crucial importance of environment, started to adapt several strategies and changed their ways of doing business. From the environmental perspective, those companies involve the environmental issues as an important part of social responsibility. Especially when it comes to manage supply chains, it becomes also important to consider whether all suppliers and other companies in the chain implement CSR activities and practices. Social responsibility is a concept that is increasingly encountered in the business sphere. Social corporate responsibility represents the ability to use knowledge of social responsibility in one's field of work. It represents an awareness that the organization is responsible for their own acts and problem solving, which has influence on the people and wider business and social surroundings of the organization. Especially when it comes to manage supply chains, it becomes also important to consider whether all suppliers and other companies in the chain implement CSR activities and practices.

All companies including suppliers take responsibility to do no harm to the environment, to reduce waste and pollution, to control gas emissions, and to comply with governmental regulations whilst at the same time to reduce their cost and to increase their profit. In addition to the environmental issues and regulatory concerns, social issues keep its crucial importance. Although CSR activities require a great amount of investment, companies need to integrate CSR concept to their processes for higher customer satisfaction and loyalty, better corporate image and reputation, higher productivity, lower costs and thus higher business profitability.

A supply chain is made up of all the companies that are involved in producing a product or providing a service including suppliers, transporters, warehouses, retailers and customers. Supply chain operations have significant impact on sustainability and therefore managing them in an environmentally and socially responsible way has now become a key management concern. It is a green supply chain involves an MNC “assessing the environmental performance of their suppliers, and requiring suppliers to undertake measures that ensure the environmental quality of their products, and evaluate the cost of waste in their operating systems” (Darnall et al. 2010, p.33). Green supply chains are being driven by various forces including retailer demand, customer preference, and regulatory pressure particularly in the EU (Scott, 2011). Therefore, MNCs interested in a green supply chain should be attempting to cut their transportation carbon emissions and those of their suppliers. This can be accomplished by using biofuel, choosing the type of transportation with the least carbon footprint (trains and ships), utilizing smaller trucks when possible, and encouraging fuel efficient driving behavior by employees (Blanchard, 2012; Shacklett, 2011; Webb, 2009). LCA takes into account such factors as greenhouse gas emissions, energy and water use, waste production, chemical impacts, using sustainable natural resources, carbon footprint, and recyclability (Scott, 2011). Many MNCs pressure their suppliers to cut costs, manufacture products on shorter deadlines, and frequently change their product lines and specifications. As a result of these pressures suppliers pay low wages, cut or offer no benefits.

Recent years, MNCs are producing mass production and make huge profits for their organizations. This production is happened in the result of any operations that could not be happened without the supply chain drivers. These supply chain drivers have many advantages for the organizations as well as it has many disadvantages that damage the environmental, social and economic sectors. (Shacklett, 2011) said that, One of the more cynical views of CSR reporting is that it is merely for appearance sake or another form of marketing. Greenwashing is a practice that is deceptively used to promote the perception that a company’s policies or products are environmentally friendly. A study by Loughran et al. (2009) found that MNCs that used terms such as “ethical” and “socially responsible” in their 10K SEC reports were more likely to be polluters and attempting to mislead the public and regulators. In other words the firms were engaging in greenwashing. These are the reasons to study this topic to protect the “People-Planet-Profit”. People means deals with social issue, Planet means applies those techniques of production that are environmentally friendly and Profit means sustainability in supply chain management.

**Literature review**

Supply Chain Management is a process comprised of several distinct but interconnected functions and activities. Internal and external transportation management, warehousing, inventory management, acquisition management, logistics service providers management, resource management, packaging and assembly, customer services are among the most important ones. It is also possible to break down the supply chain management process into two main flows; i.e. forward flow and reverse flow. Taking into consideration those processes, main areas of social responsibility in supply chains are:

- Organizational practices
- Ethical practices
- Environmental practices
- Practices of human rights and working conditions
- Practices of occupational health and safety
- Practices to establish relationship with society.

Socially capable applications and practices ought to be put in every one of the stages and ventures all through the inventory network process from acquisition of the crude materials to the conveyance of items to the client all through the world so we will talk about that how these factors effect on creating, rising and created nations. The developed nations like US, CSR in creating nations is viewed as a feature of corporate charity where companies increase the social improvement to help the activities of the administration. However in the US it is viewed as a vital device which encourages the associations to have a true blue presence in the general public. CSR is viewed as inbuilt in the business presence of the customary firms in the developing markets like India (Mohan, 2001). Be that as it may, shifts in such manner are encouraging with organizations endeavoring to build up key collisions with the state and the common society hence setting up the nearness of CSR as an establishment in these business sectors.

The rest of the parameters are inside to the firm including the trim of their business exercises while fusing CSR rehearses. As organizations begin CSR practices to a more prominent degree, it prompts changes underway procedures with the goal that all ecological and societal standards are likewise fulfilled even idea they may not add to the benefit amplifying target of the firm. This will imply that human rights understandings are likewise maintained considering the privileges of the nearby groups. CSR likewise prompts advancement of worker relations in the organization such that representatives wind up significant partners with unmistakable basic leadership controls particularly in the zone of detailing of CSR approach. The aftereffects of the relative investigation of these parameters by Chambers, Chapple, Moon and Sullivan (2003) demonstrate that at present Asian countries are as yet faring emphatically just in the primary parameter of group association in this manner supporting the comparative discoveries of Moon (2002).

The term ‘developing business sector’ was initially begat by IFC to depict a genuinely limit rundown of center to-higher pay economies among the creating nations. The World Bank likewise characterizes economies as low-salary (GNI $755 or less), center wage (GNI $756–9,265) and high-wage (GNI $9,266 or more). Low-pay and center pay economies are once in a while alluded to as creating nations.
CSR incorporates components like giving a domain to long lasting learning for representatives, worker strengthening, better data stream, enhancing the harmony between work, family, and recreation, expanded work compel, benefit sharing and offer possession plans, worry for employability and in addition employer stability among others.

With regards to developing markets, the accessibility of shoddy work is an empowering factor for organizations. Dawar and Chattopadhyay (2008) construe from their examination that multiple occasions, developing markets can give shoddy talented and incompetent work at compensation which would be considerably less expensive than the ordinary cost of computerization of the activity positions. Specialist wellbeing and work wellbeing have been recorded to directly affect profitability of the work drive. Albeit lawful measures exist in many countries on keeping up guidelines for guaranteeing laborer security and giving medical advantages, late patterns have made it basic for organizations to receive a proactive way to deal with this issue. In developing markets having huge cost favorable circumstances in labor, outsourcing of work and procedures have prompted the circumstance where organizations not just need to keep up high security levels in their own premises yet additionally guarantee that their providers and other associated parties conform to these standards.

The expanded spotlight on wellbeing principles and worker welfare has prompted the advancement of norms crosswise over businesses. Components are being composed particularly in developing markets for estimating, recording and imparting these characteristics accordingly sparing time, work and expenses in the obtaining procedure.

The significance of this part of CSR can’t be overemphasized. Enhancement of asset use and diminishing earth harming effluents can lessen the ecological effect. This will likewise empower the organizations to influence huge cost investment funds in vitality bills and contamination costs. Numerous organizations in developing markets have needed to confront genuine repercussions from the state and society for over abuse of characteristic assets and carelessness for natural security measures. Concentrates by Consultancy and Research for Environmental Management on practices of Dutch multinational organizations in India (2004) feature the significance joined by the organizations to support of ecological models. Numerous multinational organizations are acknowledging to their cost that early consistency with acknowledged benchmarks will give key focal points over the long haul despite the fact that cost wasteful sooner rather than later.

Building long haul connections of sound moral establishment with providers, clients (and even rivals in uncommon events) will empower organizations to meet. Customer desires better while diminishing many-sided quality and expenses. Organizations ought to understand their CSR practices will be judged considering the acts of their accomplices and providers all through the production network. The impact of corporate social obligation exercises won’t stay restricted to the organization itself, however will likewise touch upon their monetary accomplishments.

Organizations in developing markets really go up against extra CSR duties on account of the presence of outsourcing openings as providers and outsourcing specialists. Additionally as a major aspect of their social duty organizations are relied upon to give excellent items and administrations, which meet client desires in a way mirroring the organization’s anxiety for the earth and the neighborhood conditions. Consequently in developing markets, customer based business systems would empower organizations to fabricate dependable associations with purchasers in view of trust. According to Robbins (2000), “Companies operating in countries where human rights are regularly violated may experience a climate of civil instability and corruption that makes for uneasy relations with government officials, employees, local communities and other stakeholders.” Amnesty International states: “Companies have a direct responsibility to ensure the protection of human rights in their own operations.

In the context of emerging markets, operations of companies should not impinge on the land rights of the local community. In particular, the company needs to make sure that people are not forcibly removed from their homes and their livelihoods are not endangered. According to Robbins (2000), there are reports of Gulgals or prison labour camps in China producing products that are then sold locally or exported. An example of foreign companies benefiting from the ruling regime’s abuse of its people is the building of the gas pipeline in Burma.Companies need to ensure that human rights principles are withheld in all their operations and related activities in emerging markets.

Developing countries mean nations that have relatively lower per capita incomes and are relatively less industrialized. Carroll’s four-part pyramid construct can be useful to look at how CSR is manifested in a developing country context. Taking this approach, my contention is that the order of the CSR layers in developing countries. Hence, in developing countries, economic responsibilities still get the most emphasis. However, philanthropy is given second highest priority, followed by legal and then ethical responsibilities. Each element will be briefly discussed in turn.

It is outstanding that numerous creating nations experience the ill effects of a lack of outside direct venture, and in addition from high joblessness and far reaching destitution. It is nothing unexpected, accordingly, that the monetary commitment of organizations in creating nations is exceptionally prized, by governments and groups alike. Fox (2010) contends this ought not be found in a negative light, yet rather as a greater improvement arranged way to deal with CSR that spotlights on the empowering condition for mindful business in creating nations and that brings monetary and value parts of manageable advancement to the cutting edge of the plan. In creating nations, CSR tends to pressure the significance of ‘financial multipliers’, including the ability to create venture and salary, deliver safe items and administrations, make occupations, put resources into human capital, set up nearby business linkages, spread worldwide business guidelines, bolster innovation exchange and fabricate physical and institutional foundation. Consequently, organizations that work in creating nations progressively provide details regarding their financial duties by developing ‘monetary esteem included’ proclamations.

On the off chance that an organization can meet the greater part of its different duties, it can start meeting humanitarian obligations. Generous duties are obligations that go well beyond what is basically required or what the organization accepts is correct. In growing countries, Partly, this is an aftereffect of solid indigenous customs of altruism in creating nations, as already talked about. Be that as it may, there are a few different reasons also. In the principal case, the financial needs of the creating nations in which organizations work are great to the point that altruism is a normal standard. It is viewed as the best activity by business.

Second, organizations understand that they can’t prevail in social orders that come up short, and charity is viewed as the most direct approach to enhance the possibilities of the groups in which their organizations work. Third, finished the previous 50 years, numerous creating nations have turned out to be dependent on outside guide or giver help. Henceforth, there is frequently an imbued culture of magnanimity. What’s more, a last explanation behind building up nations’ prioritization of altruism is that they are by and large still at a beginning period of development in CSR, in some cases notwithstanding likening CSR and magnanimity, as opposed to...
grasping the more implanted methodologies now regular in created nations. In creating nations, legitimate obligations by and large have a lower need than in created nations. This does not really imply that organizations display the law, but rather there is far less weight for good lead. This is on account of, in numerous creating nations, the law's face is inadequately attended to and frequently needs freedom, assets, and authoritative proficiency.

Craane and Matten (2007a) propose that moral obligations appreciate a significantly higher need in Europe than in the United States. In creating nations, be that as it may, morals appear to have minimal impact on the CSR plan. It is not necessarily the case that creating nations have been untouched by the worldwide pattern towards enhanced administration (Reed, 2002). Indeed, the 1992 and 2002 King Reports on Corporate Governance in South Africa have both driven the world in their consideration of CSR issues. One of the endeavors to address debasement in creating nations has been the UK-drove Extractive Industries Transparency Initiative (EITI), which intends to expand straightforwardness over installations by organizations to governments and government-connected elements, and also straightforwardness over incomes by those host nation governments. This is obviously a positive development, however the refusal of nations like Angola to try and take an interest demonstrates that there is as yet far to go in inserting moral obligations in creating nations.

According to Van Weele (2010) the “people” aspect includes all activities that are focused on providing good labour conditions to employees and a labour climate in which individual employees are able to develop their skills and competencies. This explains the great interest today for safety, health and environment (SHE) within organizations. He also defines the “planet” aspect as including all activities that are focused on the efficient use of natural sources of energy, raw materials and of other natural resources. Waste disposal, reuse of scrap and surplus materials, and reverse logistics are part of the planet aspect. Lastly he discussed about the “profit” aspect where he says it provides guidelines for sustainable financial development of a company, measured over a longer period of time. When improving profitability, the ideas is the company should keep a good eye on the interest of all stakeholders concerned, like customers, shareholders, employees and suppliers. The three issues as shown in this paragraph forms the crux of corporate social responsibility.

According to the Danish Council on corporate social responsibility (2010), the concept of sustainable supply chain management deals with the dialogue companies create with their suppliers in order to prevent violations of fundamental human rights and international environmental standards. This therefore means companies are expected to deliver on social and environmental responsibility in accordance with internationally recognized principles and rights. The Danish Council for Corporate Social Responsibility (2010) is of the view that sustainability should be achieved through dialogue amongst the supply chain partners.

According to Krajewski (2010), in addition to the normal supply chain, a CSR supply chain will incorporate reverse logistics. They defined reverse logistics as “the process of planning, implementing, and controlling the efficient, cost effective flow of products, materials, and information from the point of consumption back to the point of origin for returns, repairs, remanufacture, or recycling”.

Today, two formal definitions of CSR are widely recognized. The World Business Council for Sustainable Development (WBCSD) explains: “Corporate Social Responsibility is the continuing commitment by business to behave ethically and to contribute to economic development while improving the quality of life of the workforce and of the community and society at large” (WBCSD, 1998, p.3). Differently, the European Commission (2011) defines CSR as “the responsibility of enterprises for their impacts on society” and states that in order to fully meet their social responsibility, enterprises “should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders” (European Commission, 2011, p. 6). Increasing competition is pushing multinational enterprises (MNEs) in the developed countries to outsource to countries with lower labor costs (Lim & Phillips, 2007). In this strategy, companies try to produce a cheaper final product and improve their competitiveness by sub-contracting part or all of their production to producers in countries with lower labor costs. The case of Nike exemplifies the ongoing challenges facing MNEs that are increasingly globalizing their supply chains to meet the changing competition as well as to enter growing emerging markets (Lim & Phillips, 2008). As Smith (2007) argues in the case of Nike, the scale of production leads to the use of a large number of suppliers spread in countries whose policies Nike cannot control. However, in spite of the company initially claiming that it could not be expected to influence the CSR practices of its suppliers, it later was forced to act, leading to the establishment of internal values, strategies, and code of conduct with suppliers to ensure responsibility.

Authoritative Practices in store network is to decide CSR objectives for buying capacity, characterizing parts and duties of HR identified with CSR in coordination. Giving applicable preparing in CSR to the providers, Sharing of CSR exercises and practices with every single important partner and executing an instrument to get criticism from partners in regards to CSR practices.

Research has yielded that buyers incline toward the results of organizations that connect more significance to ensuring condition that is the reason condition hones are essential so• Purchasing and utilizing reused materials for bundling. Supporting and empowering providers on decreasing waste (particularly perilous waste). Putting extraordinary accentuation on delivering recyclable and reversible materials underway and outline. Meeting guidelines for securing condition in the procedures of lifecycle administration, generation, bundling and putting away. Supporting providers to actualize forms that are suitable for practical ecological insurance.

As per Robbins (2000), “Organizations working in nations where human rights are consistently abused may encounter an atmosphere of common insecurity and debasement that makes for uneasy relations with government authorities, representatives, nearby groups and investors.” Amnesty International states: “Companies have an immediate duty to guarantee the insurance of human rights in their own operations it has a few practices that enhance it by Not keeping a few providers out of cycle, since they have chiefs from various foundations, Having techniques and furthermore having systems to screen giving equivalent chance to every worker working in all provider organizations, Having fitting methodology set up to guarantee that all representatives can profit by all their legitimate rights, are working as per tenets, controls and national/global principles, Assuring that physical and mental working conditions follow all standards and directions set up.

Specialist security and work wellbeing have been archived to directly affect profitability of the work force so some training that enhance this area Having proper techniques set up to guarantee that working conditions don’t risk human wellbeing and security, Guaranteeing that all wellbeing, security and insurance measures are set up for all exercises, Having methods set up to guarantee that touchy and fragile items are put away under suitable conditions.

As we discussed all the variables that have impact on CSR in supply chain process. In this report, explained the Organizational Practices, Ethical Practices, Environmental Practices, Practices of human rights and working conditions, Practices of occupational health and safety, Philanthropic Responsibilities. Amaashi et al., (2006);

So main perspective to explain these variables to select one of the most important variables to implement in CSR activities that impact has greater than the others variable. The environment responsibility and also straightforwardness over incomes by those host nation governments. This is obviously a positive development, however the refusal of nations like Angola to try and take an interest demonstrates that there is as yet far to go in inserting moral obligations in creating nations.

When all is said in done terms, Green Supply Chain Management (GSCM) can be characterized as mirroring an organization’s thought and affectability about natural issues to all other production network.
forms. GSCM additionally guarantees that organizations consider not endangering the earth in all store network capacities. Primary objective of GSCM is to guarantee that natural practices are connected in the all periods of the procedure from acquirement of crude material to the conveyance to the purchaser, for example, obtaining, creation, bundling, warehousing, circulation, gathering. Long haul objective of GSCM is to monitor every one of the procedures, decrease the substance squander, reduce the gas discharges and dispose of the considerable number of exercises that might be risky to the nature.

In the extent of GSCM, organizations for the most part utilize three essential methodologies:
- Reactive approach
- Proactive approach
- Value looking for approach

Organizations adjusting responsive approach, for the most part apply methods consistent with standards and directions in drive, for example, practices of human rights, least asset utilization, supply reused items. Subsequently, receptive organizations have a low level of GSCM.

Then again, organizations adjusting proactive approach, apply methods to forestall conceivable issues that may emerge later on, rather than battling with past issues. In this manner, proactive organizations create projects and strategies on the most proficient method to execute and control green store network applications. Organizations adjusting esteem looking for approach methodically coordinate their ecological arrangements into their long haul business methodologies, mirror those strategies to their choices and offer this with every one of their partners. Furthermore, they set up a nearby correspondence with their providers and partners, and urge them to coordinate ecological approaches to their own business forms.

Supply Chain Management is a process comprised of several distinct but interconnected functions and activities. Internal and external transportation management, warehousing, inventory management, acquisition management, logistics service providers management, resource management, packaging and assembly, customer services are among the most important ones. It is also possible to break down the supply chain management process into two main flows; i.e. forward flow and reverse flow. Taking into consideration those processes, main areas of social responsibility in supply chains. These are the main reasons that become a reason to select as a dependent variable.

### Independent Variable
- Organizational Responsibilities
- Ethical Responsibilities
- Environmental Responsibilities
- Practices of human rights and working condition
- Practices of occupational health and safety
- Philanthropic Responsibilities
- Economical Responsibilities

### Dependent Variable
- Supply Chain

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**H1:** There is significant impact of organizational responsibilities on corporate social responsibility in supply chain.

**H2:** There is significant impact of environmental responsibilities on corporate social responsibility in supply chain.

**H3:** There is significant impact of economical responsibilities on corporate social responsibility in supply chain.

**H4:** There is significant impact of Practices of human rights and working conditions responsibilities on corporate social responsibility in supply chain.

**H5:** There is significant impact of Practices of occupational health and safety responsibilities on corporate social responsibility in supply chain.

**H6:** There is significant impact of Philanthropic responsibilities on corporate social responsibility in supply chain.

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Production network Management is a procedure contained a few unmistakable however interconnected capacities and exercises. Inside and outside transportation administration, warehousing, stock administration, securing administration, coordination’s specialist co-ops administration, asset administration, bundling and gathering, client administrations are among the most imperative ones. It is additionally conceivable to separate the production network administration process into two primary streams; i.e. forward stream and switch stream. Contemplating those procedures, primary territoires of social duty in supply chains are:

- Organizational practices
- Ethical practices
- Environmental practices
- Practices of human rights and working conditions
- Practices of occupational health and safety
- Practices to establish relationship with society.
- Economical responsibilities.

Socially responsible applications and practices should be placed in all the phases and steps throughout the supply chain process from procurement of the raw materials to the delivery of products to the customer throughout the world so we will discuss that how these variables impact on developing, emerging and developed countries.

In developing countries, economic responsibilities still get the most emphasis. However, philanthropy is given second highest priority, followed by legal and then ethical responsibilities.

The term ‘emerging market’ was originally coined by IFC to describe a fairly narrow list of middle-to-higher income economies among the developing countries. Emerging market determine the factors of internal and external dimensions.

The developed countries like US, CSR in developing countries is seen as part of corporate philanthropy where corporations augment the social development to support the initiatives of the government. People are concern about the sustainability.

Then, we will discussed theories some author gives the theories about CSR performance in supply chain, the authors name those present theories named, Van Weele, Danish Council, Krajewski, Cruz, Carter and Jennings, Seuring and Muller and Lim & Phillips. They are all discussed about to protect planet, people and profit.

After that we discussed, dependent and independent variables.

Dependent variables include supply chain and Independent variables are Organizational practices, Ethical practices, Environmental practices, Practices of human rights and working conditions, Practices of occupational health and safety, Practices to establish relationship with society, Economical responsibilities. In all the independent variables we selected environmental responsibilities because it covers huge dimensions.

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**Methodology**

Methodology is the philosophy or the general principle which will guide your research. It is the overall approach to studying your topic and includes issues you need to think about such as the constraints, dilemmas and ethical choices within your research. The methodology section of a research paper answers two main questions: How was the data collected or generated and how was it analyzed.

A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or programme of the research. It includes an outline of what the investigator will do from writing the hypotheses and their operational implications to the final analysis of data. (Kerlinger 1986: 279)

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According to Selltiz, Deutsch and Cook, ‘A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure’ (1962: 50).

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. There are two methods quantitative and qualitative.

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem.

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research.

Our research is based on qualitative because our data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions) and observations.

The benefit of qualitative research is to include information about user behaviors, needs, desires, routines, use cases, and a variety of other information that is essential in designing a product that will actually fit into a user’s life. Another benefit of qualitative research is to provides depth and detail, attempts to avoid pre-judgments and simulates people’s individual experiences. It also helps to measured & expressed in terms of quality or kind quantity and helps in having insight into problems and cases.

In this segment we adapted positivistic approach for data collection; this segment tells us that which simple type of judgment to be required of observers, who should be qualified. All observation should be evaluated by observer in term of an agreed statement of the purpose of activity. By following these principles, it is possible to gather fact “In a rather objective fashion with only a minimum of inference and interpretation of a more subjective nature” (Flanagan 1954).

We use regression technique in our research because our topic is “impacting on CSR in supply chain. We use it because our research is based on different independent variables linked with the single dependent variable. The importance of regression, which is used when the study involves modeling and analyzing several variables, where the relationship includes a dependent variable and one or more independent variables.

Some common methods include focus groups (group discussions) and observations. The benefit of qualitative research is to provides depth and detail, attempts to avoid pre-judgments and simulates people’s individual experiences. It also helps to measured & expressed in terms of quality or kind quantity and helps in having insight into problems and cases.

Data collection is also an important process of research methodology. In this segment we adapted positivistic approach for data collection; this segment tells us that which simple type of judgment to be required of observers, who should be qualified. All observation should be evaluated by observer in term of an agreed statement of the purpose of activity in research some techniques is used for statistically to data measurement and to find accuracy of data in this research, we used regression techniques for accuracy of data. We use it because our research is based on different independent variables linked with the single dependent variable. The importance of regression, which is used when the study involves modeling and analyzing several variables, where the relationship includes a dependent variable and one or more independent variables.

(No Findings, Discussion, Recommendations and References.)