

Contemplating Preference Ratings of Corporate Social Responsibility Practices for Supply Chain Performance System Implementation

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Abstract : The objective of this research work is to identify and analyze the significant corporate social responsibility (CSR) practices with an aim to improve the supply chain performance of automobile industry located at National Capital Region (NCR) of India. To achieve the objective, 6 CSR practices have been considered and analyzed using expert's preference rating (EPR) approach. The considered CSR practices are namely, Top management and employee awareness about CSR (P₁), Employee involvement in social and environmental problems (P₂), Protection of human rights (P₃), Waste reduction, energy saving and water conservation (P₄), Proper visibility of CSR guidelines (P₅) and Broad perception towards CSR initiatives (P₆). The outcomes of this research may help managers in decision making processes and framing policies for SCP implementation under CSR context.

Keywords : supply chain performance, corporate social responsibility, CSR practices, expert's preference rating approach

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