

Northumbria Research Link

Citation: Vlachos, Ilias (2010) Social corporate responsibility effects on firm performance: Insights from the food sector. In: 3rd Annual Conference of the EuroMed Academy of Business, 4-5 November 2010, Nicosia, Cyprus.

URL: <http://emab2011.teicrete.gr/> <<http://emab2011.teicrete.gr/>>

This version was downloaded from Northumbria Research Link:
<https://nrl.northumbria.ac.uk/id/eprint/9406/>

Northumbria University has developed Northumbria Research Link (NRL) to enable users to access the University's research output. Copyright © and moral rights for items on NRL are retained by the individual author(s) and/or other copyright owners. Single copies of full items can be reproduced, displayed or performed, and given to third parties in any format or medium for personal research or study, educational, or not-for-profit purposes without prior permission or charge, provided the authors, title and full bibliographic details are given, as well as a hyperlink and/or URL to the original metadata page. The content must not be changed in any way. Full items must not be sold commercially in any format or medium without formal permission of the copyright holder. The full policy is available online: <http://nrl.northumbria.ac.uk/policies.html>

This document may differ from the final, published version of the research and has been made available online in accordance with publisher policies. To read and/or cite from the published version of the research, please visit the publisher's website (a subscription may be required.)

Social Corporate Responsibility effects on firm performance: Insights from the food sector

Purpose

The present study addresses a central research question: Do social corporate responsibility influence firm performance? We focus on the food and develop a conceptual framework of corporate responsibility within the food and agribusiness sector. In doing so, we extend the definition of social corporate responsibility by including food quality and safety and other variables. We argue that social corporate responsibility has a particular meaning in the food sector because food products relate direct to the environment, the public health and the coherent of local societies.

Design/methodology/approach

We surveyed managing directors managers in Greece sending structured questionnaires via fax and recorded their perceptions on corporate responsibility and its relation to organizational performance. Survey took place during September-December 2009.

Findings

Results provide insights about corporate responsibility practices and their relation to firm performance. Directions for further research are provided.

Originality / Value

This study is uniquely extending the current definition of corporate responsibility and it presents an original conceptual framework to be applied in the food and agribusiness sector.

This study has both theoretical and practical implications.

Research limitations/implications (if applicable)

Research limitations/implications will be thoroughly discussed in the research paper.

Practical implications (if applicable)

Practical implications will be thoroughly discussed in the research paper.

Social implications (if applicable)

Social implications will be thoroughly discussed in the research paper.

Keywords

Corporate responsibility, firm performance, food sector.

References

Mangina, E., & Vlachos, I. P., (2004) **Intelligent Optimisation Agents in Food Supply Chain Management**, International Conference On Information Systems & Innovative Technologies In Agriculture, Food And Environment (HAICTA), Thessaloniki Greece, 18-20 March.

Vlachos, I. P., (2002) Paradigms of the Factors that Impinge upon Business-to-Business e-Commerce Evolution, **International Journal of Business and Economics**, Fall, Vol. 2, No. 1, pp. 82-89.

Vlachos, I. P., (2004) Adoption of Electronic Data Interchange by Agribusiness Organizations, **Journal of International Food & Agribusiness Marketing**, Vol. 16, Issue 1, pp. 19-42.

Vlachos, I. P., Bourlakis, M., and Karalis, V., (2008) Manufacturer-retailer collaboration in the supply chain: Empirical evidence from the Greek food sector, **International Journal of Logistics: Research and Applications**, Vol: 11, Issue: 4, pp 1-11

Vlachos, I. P., Bourlakis, M., Melewar, TC. (2009) **Ex Ante Selection Criteria & Ex Post Reasons for Dissatisfaction in logistics outsourcing: Empirical insights from Greek food SMEs**, International Food & Agribusiness Management Association, 19th Annual World Symposium, June 20-21, Budapest, Hungary.