

Visite de José-Carlos Marques

Vendredi 25 novembre de 13h à 14h30

Salle : KPMG

Titre de la présentation : ***A Strategic Management Perspective on Transnational Private Regulatory Coalitions: Theory and Evidence from the Global Apparel Industry***

Résumé :

Transnational production chains that span developed and developing countries have simultaneously exacerbated social and environmental issues and eroded governments' regulatory capacities. Non-government organizations (NGOs) and multinational enterprises (MNEs) have responded to this regulatory gap by forming a variety of transnational private regulatory coalitions to create voluntary codes of conduct, sustainability standards, and certifications. The two most common coalitional forms are multi-stakeholder initiatives (MSIs), comprising NGOs and corporations, and business-led initiatives (BLIs), composed exclusively of corporations. Although MSIs have been singled out as the most legitimate and effective form of private regulation, it is business-led initiatives (BLIs) that have become dominant in many industries. Despite the proliferation of these coalitions and BLIs in particular, we know little about their interactions and the non-market strategies they deploy. This has led to numerous calls for research that captures the political dynamics shaping transnational private regulation. Employing a longitudinal, organizational field approach that combines archival and interview data, I study the strategic interactions of MSI and BLI coalitions dealing with sweatshops in the global apparel supply chain over three decades. Findings reveal strategic drivers and organizing mechanisms unexplored in the stakeholder politics and transnational regulatory governance literatures. Specifically, they uncover how heterogeneous MNE market strategies drive MSI and BLI coalitions' different regulatory approaches and how these underpin their non-market strategies. Findings also explain how BLIs have transformed the regulation of transnational supply chains. The paper contributes to practice and policy by providing greater clarity and guidance to firms, NGOs, and policy-makers concerned with the regulatory complexity increasingly characterizing global supply chains and the legitimacy of existing private regulatory solutions.

Biographie :

José Carlos' research program lies at the intersection of strategic management and sustainability governance. He studies the design and management of inter-organizational collaborations that address social and environmental challenges - these include business associations, multi-stakeholder initiatives (MSIs) and public-private partnerships (PPPs). He is particularly interested in the drivers, strategies and effectiveness of coalitions that develop global CSR standards, sustainability certifications and industry codes of conduct. His current project examines the contestation, cooperation and competition between firms, non-government organizations (NGOs) and governments which shaped the private regulatory regime governing the apparel industry's global supply chain. He also has active research projects on sustainability alliances in the global electronics industry and public-private regulatory interactions in the

Canadian/international mining industry. His work has been published and is forthcoming in MIT Sloan Management Review and Journal of Business Ethics. His co-edited volume, *Corporate Social Responsibility and Regulatory Governance: Towards Inclusive Development?* has recently been re-issued as a Palgrave Macmillan International Political Economy Classic. Having recently completed his PhD (Strategy & Organization) at the Desautels Faculty of Management, McGill University, José Carlos has joined the Telfer School of Management (University of Ottawa) as Assistant Professor, Strategy, Corporate Responsibility and Sustainability. Prior to pursuing a PhD, he was a researcher at the United Nations Research Institute for Social Development (UNRISD). He has also held several management positions at the International Air Transport Association (IATA), as well as within the IT industry and NGO sectors, and holds an MSc from the London School of Economics and Political Science (LSE) in International Development Management.