Mind the Gap: A Journey to Sustainable Supply Chains

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The correct version of abstract is given below.

Abstract Many companies take a myopic view on Corporate Social Responsibility (CSR) focusing solely on philanthropy and avoid addressing their material issues. There are a few companies that have begun to see the strategic advantages of being socially responsible and addressing their social, environmental and economic challenges. Developing an effective strategy can reward companies with reputation enhancement, license to operate, avoiding litigation, recruitment and retention of employees and developing process, product and strategic innovations. One company who has realized the value of investing and integrating CSR into their core business model is the global retailer Gap Inc. This article will examine Gap Inc.'s evolution in the CSR space and its work developing an effective labor standards assurance program and stakeholder engagement strategy transforming historically adversarial relationships with key stakeholders into collaborative multi-stakeholder partnerships. Particular attention is put towards Gap Inc.'s learnings in the process and how these new insights innovated the company's CSR strategy over time.

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