

## Track II Sustainable Supply Chain Management

### Abstract for presentation: Case study research on sustainable supply chain management – What evidence has been found?

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#### **Abstract:**

Within the last 15 years almost 200 papers on green and sustainable supply chain management have been published in peer-reviewed journals (exactly 189 peer-reviewed papers from 1994 to 2007) (Seuring and Müller, 2008). In contrast to traditional supply chain management and logistics publications, which are dominated by surveys and mathematical models, the field is dominated by case study research, as 69 papers applied this research method (37% of all papers). Another evaluation has revealed that except for very few instances only case study based research projects have taken the effort to collect data from more than one company / stage of the supply chain (Seuring, 2008). Yet, this has frequently been asked for regarding both "traditional" as well as sustainable supply chain management.

The aim of the paper is to systematically assess all case study publications on sustainable supply chain management and provide a summary of the evidence gained so far.

As research methodology content analysis is applied (Mayring, 2003) as this offers a means to summarize the findings collective research evidence. This requires that respective dimensions and categories for the analysis are identified.

A framework from traditional supply chain management (Chen and Paulraj, 2004) is used for deductively deriving dimensions and categories, which are applied in the content analysis. This allows to spot similarities and differences of sustainable supply chain management in comparison to more traditional supply chain management.

First insights emphasize the increased need for cooperation among supply chain partners if environmental and social goals are actively to be taken into account. As a product based green supply strategy (Bowen et al., 2001) is pursued, this integration even up to the production or acquisition of the raw material is required. As one example, this has been argued for by different authors in the case of organic cotton (Meyer and Hohmann, 2000; Kogg, 2003; Goldbach et al., 2003). Overall, the presentation will offer insight to both researchers and companies on how to move further towards sustainable supply chain management.

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