



Joint Event from IEEE (UKRI) Technology Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

**Does better labour standard compliance pay?
Linking compliance and competitiveness of
supplier firms**

Dr Chika Oka

(Royal Holloway, University of London)

Date Wednesday 23rd November 2011
Time 1.00 pm
Venue WIN01-02, Windsor Building, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Maps <http://www.rhul.ac.uk/Shared/Maps/> (#2 on campus plan)

BIOGRAPHY Chikako Oka received her PhD London School of Economics. Her PhD dissertation on labour standard compliance and the role of buyers in Cambodia's garment sector won several prizes, notably the Thomas A. Kochan and Stephen R. Sleigh Best Dissertation Award from the Labor and Employment Relations Association in 2010 and the Best Paper Award at the Academy of Management in 2009.

ABSTRACT Faced with growing demands for responsibility in global supply chains, multinational companies are increasingly regulating labour and other conditions of their suppliers through codes of conduct and monitoring. This paper seeks to fill a gap in understanding by examining whether the supplier's level of labour compliance affects its likelihood of attracting and retaining buyers. Based on the original survey and panel data from Cambodia's garment sector, the paper shows that better labour standard compliance is a necessary condition for producing for reputation-conscious buyers but not a sufficient condition for attracting them as other criteria such as price, quality, and delivery time are driving buyers' sourcing decisions. Nevertheless, producing for reputation-conscious buyers and respecting certain labour standards increases the supplier's likelihood of staying in a long-term relationship with the buyer, which is also critical to the supplier's competitiveness

ORGANISERS (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Technology Management and Professional Communications Joint Chapter (EMPC).

CONTACT Email: ems-ukri@ieee.org Tel: 01784 276213
Web: http://ewh.ieee.org/r8/ukri/em_pc/

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