

Dear Colleagues,

IFPSM and Kogan Page are co-hosting a webinar on "A Dichotomy between Fashion Supply Chains and CSR? on Wednesday, 16 March at 09.00 and again at 17.00 GMT. It is being presented by David B. Grant who is Professor of Logistics at Hull University Business School, UK and Distinguished Senior Fellow at Hanken School of Economics, Helsinki

Increased globalisation over the past few decades has led to outsourced sourcing and production in fashion supply chains. However, it has also increased our awareness of corporate social responsibility (CSR) related to these supply chains and has also suggested there may be a dichotomy for firms trying to satisfy various stakeholders. For example, is Wal-Mart a responsible firm for bringing low-priced goods to consumers in many markets across the globe, or are they irresponsible for paying low wages, being anti-union and for putting small firms out of business when they enter some of these markets?

Firms in the fashion supply chain have had to balance variations in government regulations, employment, environmental protection and wage levels, which has resulted in a plethora of commercial, legal and moral standards to consider in their sourcing, production and supply chain decisions. And yet, CSR can also be a source of opportunity, innovation and competitive advantage and should be able to add value to both the firm and society as a whole.

In this webinar, David B. Grant will:

- Discuss the dichotomy for firms in trying to meet the needs of customers while trying to establish good CSR practice, and attendant compromises
- Suggest various strategies for firms to adopt a holistic stakeholder approach to gain loyalty and trust with customers, suppliers, and other stakeholders by establishing themselves as an ethical and responsible company

David B. Grant's research interests include logistics customer service, satisfaction and service quality; retail logistics; reverse, closed-loop and sustainable logistics; and logistics and supply chain relationships. His business experience includes retail, corporate banking, technical design, seminar facilitation and consulting. He has over 175 publications in various refereed journals, books and conference proceedings, including co-authoring *Sustainable Logistics and Supply Chain Management* and *Fashion Logistics* for Kogan Page, and is on the editorial board of many international journals.

To register click on the link below and you can decide which time works best for you:

<https://attendee.gotowebinar.com/rt/895963811145829892>

After registering, you will receive a confirmation email containing information about joining the webinar. You can also go to the IFPSM website to find out more information by clicking on the link:

<http://www.ifpsm.org/knowledge-bank/webinars/>

Member book offer: Fashion Logistics

Fashion Logistics examines the principles and practices behind responsible fashion retailing and cost-effective supply chain management in the fashion industry.

This book:

- Examines the principles and practices behind responsible fashion retailing and cost-effective supply chain management in the fashion industry.
- Assesses the early growth and changes in the fashion industry
- Examines important forces driving change in the fashion industry today, particularly in supply chain networks and operations
- Discusses topical issues pertaining to fashion supply chains, such as offshore sourcing/outsourcing, CSR, sustainable supply chains and online logistics
- Integrates case studies demonstrating successful fashion retail supply chains, including Timberland, Levi Strauss, Parfois, Benetton, Burberry, Schuh and M&S

"Fashion Logistics" looks at the changing nature of fashion retailing and the implications of these changes for logistics. Each chapter contains an up-to-the minute case study illustrating how some of the major retailers around the world have adapted their supply chains to deal with the on-line revolution and changes in the global market place" (Dorothea Carvalho, Chartered Institute of Logistics and Transport)

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Buy this fascinating book direct from the Kogan Page website before 16 April 2016 to receive your exclusive **20% discount**. Simply go to www.koganpage.com/fashion-logistics and enter discount code **IFPSM2016** when prompted at the checkout.

Regards,

Sally.

Sally Pawson
Executive Administrator
Mobile: 07564 196513

