

Área: Sustentabilidade | **Tema:** Operações, Cadeia de Suprimento e Logística Sustentáveis

**EFEITO DA PRESSÃO DOS STAKEHOLDERS E DA ORIENTAÇÃO SOCIAL NAS PRÁTICAS
SOCIALMENTE RESPONSÁVEIS: RESULTADOS PRELIMINARES DE UM PROJETO DE PESQUISA**

**EFFECT OF STAKEHOLDER PRESSURE AND SOCIAL ORIENTATION ON SOCIALLY
RESPONSIBLE PRACTICES: PRELIMINARY RESULTS OF A RESEARCH PROJECT**

Vilmar Antonio Gonçalves Tondolo, Guilherme Lerch Lunardi, Andrew Beheregarai Finger, Subhajt

Chakraborty e Rosana Da Rosa Portella Tondolo

RESUMO

Sustainable development requires sustainable consumption and production. One major challenge in employment is the disregard for human conditions, which is unfortunately prevalent in various cases (ILO, 2019). To ensure sustainable consumption and production, a socially responsible supply chain plays a crucial role (Villena & Gioia, 2020). One important practice for companies is the selection of socially responsible suppliers (SRSS) (R. da R. P. Tondolo et al., 2023).

Palavras-Chave: dimensão social, experimento, cadeia de suprimento

ABSTRACT

The objective of this summary is to present the preliminary results of the research project, with the support of the CNPq, "Effect of stakeholder pressure, reputation and compliance on socially responsible supplier selection: an experimental approach with managers from Brazil and the UK". The aim is to disseminate the preliminary results of the project and encourage peers and students to carry out research using the experiment method based on the vignette and research focusing on social sustainability in operations and supply chain.

Keywords: Social dimension, experiments, supply chain