

A Case Study Adidas And Yueyuen China Labor Watch

A Case Study Adidas And Yueyuen China Labor Watch Adidas and Yue Yuen China A Case Study in Labor Practices and Ethical Sourcing This comprehensive guide analyzes the relationship between Adidas and Yue Yuen a prominent Chinese footwear manufacturer focusing on the ethical implications of their partnership and offering insights for businesses seeking to improve their supply chain transparency and labor practices Well explore the case studys key aspects offer practical advice and highlight crucial lessons learned Adidas Yue Yuen China labor ethical sourcing supply chain transparency labor rights fair wages worker safety corporate social responsibility CSR case study best practices risk management I Understanding the AdidasYue Yuen Relationship Yue Yuen Industrial Holdings Limited was for years one of the worlds largest footwear manufacturers producing shoes for major brands including Adidas This relationship however came under intense scrutiny due to reports of poor labor practices within Yue Yuens Chinese factories China Labor Watch CLW a nongovernmental organization NGO played a pivotal role in bringing these issues to light II China Labor Watchs Role and Findings CLW conducts independent investigations into working conditions in Chinese factories Their reports on Yue Yuens factories revealed several critical issues Excessive Overtime Workers consistently worked excessive overtime often exceeding legal limits with inadequate compensation Unsafe Working Conditions Reports documented hazardous working environments including inadequate safety measures and exposure to harmful chemicals Low Wages Wages were reported to be insufficient to meet basic living needs forcing workers into financial hardship Lack of Benefits Workers often lacked adequate access to healthcare social security and other essential benefits 2 Suppression of Worker Rights CLW reported instances of worker rights suppression including intimidation and the prevention of unionization III Adidas Response and Actions Adidas facing reputational damage due to CLWs findings responded with a combination of strategies Audits and Inspections Adidas intensified audits of its supplier factories including Yue Yuens facilities Code of Conduct Implementation The company reiterated its commitment to its Code of Conduct which outlines ethical labor standards Engagement with Stakeholders Adidas engaged with NGOs including CLW and other stakeholders to address the issues raised Remedial Actions The company reportedly worked with Yue Yuen to improve working conditions including addressing wage issues and improving safety measures IV StepbyStep Guide to Ethical Sourcing This case study provides valuable lessons for businesses striving for ethical sourcing Step 1 Supplier Selection and Due Diligence Conduct thorough background checks on potential suppliers including verifying their compliance with relevant labor laws and international standards Utilize thirdparty audits and verification services to assess supplier factories Engage in transparent communication with suppliers establishing clear expectations regarding ethical standards Step 2 Monitoring and Evaluation Implement a robust monitoring system to track supplier compliance with ethical sourcing policies Regularly conduct onsite audits and inspections to verify conditions Utilize data analytics to identify trends and potential risks Step 3 Remediation and Improvement Work collaboratively with suppliers to address identified issues promptly and effectively Provide training and support to suppliers to improve their labor practices Establish clear accountability mechanisms for noncompliance Step 4 Transparency and

Reporting Publicly report on progress towards ethical sourcing goals 3 Engage with stakeholders including NGOs and consumers on ethical sourcing issues Be transparent about challenges and limitations in achieving ethical sourcing targets V Best Practices and Common Pitfalls Best Practices Proactive Approach Dont wait for crises implement robust ethical sourcing programs proactively Collaboration Work collaboratively with suppliers NGOs and other stakeholders LongTerm Perspective Ethical sourcing is a continuous journey not a onetime fix DataDriven Decision Making Utilize data to inform decisionmaking and track progress Common Pitfalls Lack of Transparency Failing to disclose supplier information and auditing results Superficial Audits Conducting audits that lack depth and rigor Ignoring Red Flags Dismissing or downplaying reports of unethical labor practices Lack of Commitment Failing to allocate sufficient resources to ethical sourcing initiatives VI Summary The AdidasYue Yuen case study highlights the critical importance of ethical sourcing and the challenges businesses face in ensuring responsible supply chains By learning from this experience companies can proactively implement strategies to mitigate risks improve labor conditions and enhance their corporate social responsibility CSR performance The key takeaway is that longterm success depends not only on profit but also on ethical and sustainable practices that protect the rights and wellbeing of workers throughout the supply chain VII FAQs 1 What specific actions did Adidas take to address the issues raised by China Labor Watch Adidas responded by increasing audits working with Yue Yuen on remedial actions such as wage improvements and safety enhancements and engaging in dialogue with stakeholders like CLW to improve transparency and accountability The specific details of these actions often remain confidential due to business sensitivities 2 Did Yue Yuen face any consequences for its labor practices While the specifics are not publicly known the pressure from brands like Adidas and the negative publicity likely had consequences for Yue Yuen It may have faced financial repercussions pressure to improve and potentially lost contracts 4 3 How can a smaller company implement ethical sourcing practices without the resources of a multinational like Adidas Smaller companies can leverage collaborative initiatives partner with industry associations for shared resources prioritize risk assessment based on their supply chain and utilize costeffective auditing services Transparency and a strong commitment to ethical principles are crucial irrespective of size 4 What are the potential legal and reputational risks associated with unethical labor practices Companies face potential legal actions fines brand damage consumer boycotts and difficulty attracting talent Strong ethical sourcing practices minimize these risks 5 How can companies ensure the effectiveness of their supplier audits Companies must choose reputable and independent auditing firms develop clear auditing protocols conduct unannounced audits engage directly with workers and analyze data meticulously to identify trends and systemic problems rather than focusing solely on superficial compliance Follow up audits and corrective action plans are crucial

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mass customization is a business concept for every organization mass customization is not simply understood as a business strategy but also as a concept for supporting other business goals such as the operation of a mass or craft manufacturing business this book presents seven different mass customization strategies and the competencies needed to successfully implement these strategies the findings presented with this book and doctoral dissertation are derived from case study research the book documents 14 mass customization case studies and presents a new form of case study research the industry research group mass customization strategies is recommended for researchers in the field of mass customization and customer integration as well as for managers and consultants the author klaus moser is a project leader at boston consulting group bcg and a research affiliate of the tum research centre for mass customization customer integration technische universitaet muenchen germany

case study describing how adidas implemented a best practice of a planned replacement program for its rtus

case study from the year 2018 in the subject business economics offline marketing and online marketing grade 13 international school of management campus munich language english abstract since market power has moved from enterprises to consumers and global competition has increased substantially managers in almost all industries need to face enormous performance challenges to avoid being replaced by rivals they are forced to be more innovative in establishing and performing their competitive strategies long term success will not be achieved solely through competitiveness but instead will depend on the ability to evolve new demand and create and gather new markets therefore marketing is one of the most fundamental topics when concentrating on the customers desires mainly it is about picking up the clients by delivering a unique feeling in form of a must have product adidas is counted among one of the global players of sports and lifestyle brands together with its biggest competitors nike and puma with an annual revenue of eur 21 218bn in 2017 over 56 888 employees worldwide and more than 900 million products produced per year the german business is an omnipresent sports and lifestyle brand which became more and more important over the last decades according to statista it was voted one of the ten most reputable companies worldwide in 2018 being the only sports and lifestyle brand in this ranking in addition forbes published an article stating that adidas reached the third place of the world s most valuable sports brands following nike and espn yet by comparing the global revenues of adidas nike and puma from 2006 to 2017 it can be seen that the company founded in 1924 by adi dassler in a small

village in southern germany called herzogenaurach is lagging behind nike s global revenues for many years this is one of the core reasons driving the brand with the three stripes to establish new marketing strategies for diversifying and simultaneously increasing its customer portfolio the sections below concern aspects referring to the research fields e marketing and e commerce online marketing online advertising and social media and mobile marketing a summary with the most fundamental information is provided at the end of each part

threaded harmony a sustainable approach to fashion acts as a comprehensive guide exploring the environmental impact of fashion discussing the ecological footprint of fast fashion pollution and waste in the supply chain supported by real life case studies

this title seeks to provide a suitably consistant appraisal of the ever expanding world of marketing communications the two main themes running through the text concern relationship marketing and integrated communications

this wide ranging reader locates supply chain management leanproduction and related practice within the holistic concept of total product systems demonstrates the strategic relevance of managing supply chains and supply networks to organizational performance and to a range of business functions including finance design production environmental management information systems and marketing considers sustainable supply chain management across the service manufacturing and process sectors reflects the radical changes in organizational beliefs practices and processes that are necessary for a shift to supply chain management in contemporary global competitive conditions considers particular issues and challenges for micro small and medium sized enterprises contains readings that are interdisciplinary and international in focus

this book provides a comprehensive review of industry 4 0 and its applications discussing the history of industry evolution including industry 1 0 2 0 3 0 and 4 0 and the future structure of industry evolution it also examines the effects and impact of various technologies in industry and presents new interdisciplinary business models based on advanced technologies with the help of use cases lastly it highlights the benefits of technological implementation in industry using examples of real world applications providing a robust and reliable technological conceptual framework and roadmap for decision makers in all areas of industry involved transformation

albaum duerr and strandskov offer a unique focus on export management the comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non academic sources the balance between theory and practice is just right i highly recommend this text geraldine cohen lecturer school of business and marketing brunel university looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation with changing opportunities and challenges in the global environment international marketing and export management 5th edition provides the most comprehensive and up to date coverage on the topic in my opinion albaum duerr and strandskov have written an excellent text book on the subject of international marketing and students will find it both readable and extremely informative david demick senior lecturer school of marketing entrepreneurship and strategy university of ulster geared to both undergraduate and

postgraduate courses on international marketing or export marketing international trade this book can also be used as a supplementary text on international business courses and as a useful source of reference to even the most experienced of practitioners new to this edition in response to recent global developments the authors have increased emphasis on the following the impact of the internet world wide and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from china s rapid export led growth and from its entry into the world trade organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations visit booksites net albaum to access valuable teaching tools including an instructor s manual and power point slides gerald albaum is research professor at the robert o anderson schools of management university of new mexico and professor emeritus of marketing at the university of oregon usa he is also senior research fellow at the ic2 institute university of texas austin usa he has been a visiting professor and scholar at universities in canada denmark new zealand australia turkey france finland and hong kong edwin duerr is a professor emeritus of international business at san francisco state university usa he has been a visiting professor at universities in japan brazil germany denmark sweden and the netherlands and has extensive consulting business around the globe duerr is also senior editor of the journal of international business and economy jesper strandskov is a professor of international business at aarhus school of business denmark he has been visiting professor at universities in the usa and australia he also acts as an international business consultant to several business companies and public institutions

flexibility choice strength flow imagine choosing the best mix of chapters in a text the order you ll teach them then the extended learning items to reinforce the chapters the text will match your curriculum perfectly as if you had created it yourself that s what we ve developed mis for the information age 3 c e to do this text provides the best total solution for mis core chapters focus on the key principles while extended learning modules take you deeper into the most important and innovative technology solutions and skills modules provide additional hands on learning an object oriented text for the mis course

rev ed of international marketing and export management gerald albaum et al 2nd ed c1994

doctoral thesis dissertation from the year 2008 in the subject sport sport economics sport management grade 2 0 cardiff university course international business management language english abstract the study was based on the subject that is of great interest of the author and therefore attempted to illustrate an evaluation of the impact of adidas advertising upon purchase decisions of consumers nowadays to enable the author to provide an evaluation of adidas marketing strategies the present importance of marketing and modern challenges of advertising decisions were determined as fundamentals of a global brand based on review of relevant literature furthermore an investigation of the strengths weaknesses opportunities and threats swot related to companies in the sports industry was conducted moreover the benefits of a global brand were illustrated this examination was mainly based on marketing specialised literature linked with selected examples of adidas as no representative of the adidas company was found to be interviewed on the one hand it was found that adidas historically grown passion for sports in order to provide athletes with the best possible equipment positively contributes to improve brand awarness and brand image on the other it was found that the identified weaknesses reduce the

effectiveness of global operations in order to improve consumer satisfaction throughout the world the research concluded that although the strategic marketing operations of the adidas company can be reduced by weaknesses and threats the advertising decisions represent a promising source of enhancing the brand image

through 50 international case studies of new and iconic advertising campaigns springer identifies why these campaigns were successful and analyzes their contribution to the continued development of advertising

the new media handbook is a comprehensive and detailed introduction to the theories and practices of the new media industry the authors explain the uses of new media in relation to existing media practices and cultural contexts such as photography contemporary visual and performing arts literature film television and print as well as providing detailed explanations of the language of definitions the new media handbook combines theoretical and organizational frameworks for studying new media with examples of how the industry works in practice structured around new media artefact their producers and production the book considers the training and education of the new media practitioner taking into account the differentiation of knowledge and skills between so called creatives and technicians t he new media handbook includes interviews with new media practitioners case studies examples and illustrations glossary

considered the nation s number one marketing program marketing essentials is the essential text for introducing students to the skills strategies and topics that make up the ever changing world of marketing it effectively captures the excitement of this fast paced discipline with engrossing narrative engaging graphics and real life case studies

geared toward students studying marketing or business studies at the undergraduate level and post graduate students on marketing related programmes this book is essential reading for participants in the chartered institute of marketing cim diploma module on marketing communications unlike many other texts on the subject that just describe how to do marketing marketing communications engagement strategies and practice fourth edition provides the why behind marketing communications with a variety of perspectives book jacket

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