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Author(s): Sean Buchanan, José Carlos Marques
We explore how national industry associations influence the international CSR practices of MNEs. Drawing from a longitudinal case study of the evolution of CSR in the Canadian mining industry, we show how the Mining Association of Canada (MAC) aimed to influence the CSR practices of its member firms operating outside of Canada. Our findings reveal how MAC utilized multiple strategies to influence member firms in both the regulative and normative realm. We uncover the key mechanisms underpinning these strategies and factors that constrained or enabled the degree of their influence. Our study contributes to research on home country influences on MNE CSR practices and research on industry associations as institutional actors.

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