



Sustainable Livelihoods

A Multi-disciplinary Multilevel Research Agenda

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PROGRESS Project

- How does the private sector (MNEs) contribute to SDGs in India through their supply chain and FDI operations?
- PROGRESS Project Research Network (PPRN): an international multi-disciplinary research network comprising over 50 scholars



SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



SDG 5: Achieve gender equality and empower all women and girls



SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



SDG 12: Ensure sustainable consumption and production patterns



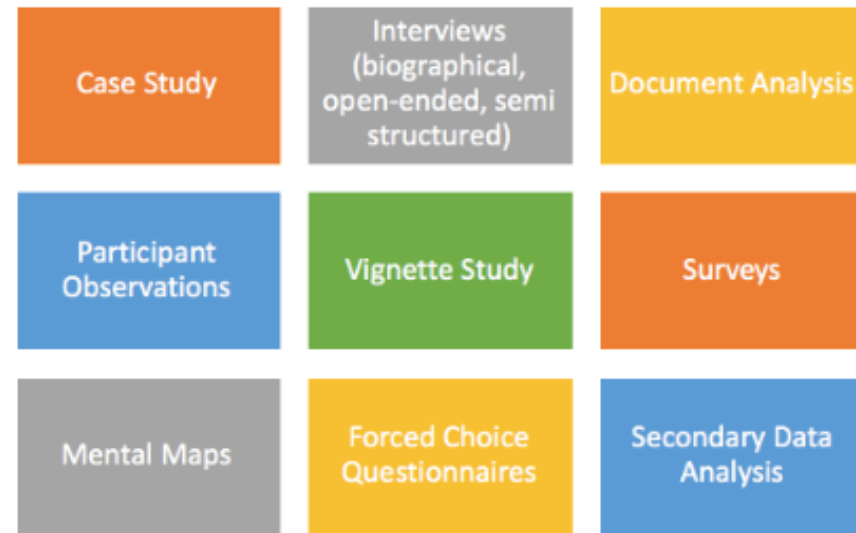
SDG 13: Take urgent action to combat climate change and its impacts

PROGRESS Project Network: Participating Institutions

UK	Europe	India	Others
<ul style="list-style-type: none">• Aston Business School• Anglia Ruskin University• Bournemouth Business School• Sheffield University Management School• York management School• Edinburgh Napier University• De Montfort University• Coventry University• University College London (UCL) School of Management• Warwick Business School	<ul style="list-style-type: none">• Kedge Business School, France• Technische Universität Braunschweig, Germany• University of Basel, Switzerland	<ul style="list-style-type: none">• Birla Institute of Management & Technology, Noida• Indian Institute of Management - Rohtak• Indian Institute of Management - Kohzikode• Institute of Public Enterprises, India• Symbiosis Institute of Business Management, Pune• Centre for Responsible Business, India	<ul style="list-style-type: none">• American University in Dubai, UAE• Newcastle Business School, Australia• University of Waikato, New Zealand• Tel-Aviv University, Isreal• Strathclyde Business School (Dubai Campus)• AFG College with the University of Aberdeen, Doha



Multiple Disciplines & Methods





Sustainable Livelihoods: Structures, Processes & Experiences



Sustainable Livelihoods (SL)

*“A **livelihood** comprises the capabilities, assets, and activities required for a means of living. It is deemed **sustainable** when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities, assets, and activities both now and in the future, while not undermining the natural resource base”*

(Serrat, 2017).



SL as a Management Challenge

- Interplay between headquarters, subsidiaries, suppliers and other actors along the value chain
- Transnational/glocal paradigm (Husted & Allen, 2006)
- Headquartering of CSR (Barkemeyer et al., 2015) – unintended consequences, “translation” as a result (Jamali et al., 2017)
- Need to understand dividing/converging lines between perspectives on SL, role of context...
- ...in order to understand effectiveness of corporate activities
- Questions:
 - (1) How does the understanding of a sustainability issue get initiated, developed and shaped by various actors along the value chain?
 - (2) How do various actors along the value chain operationalize sustainability in the management tools they use to engage with the issue of farmer livelihoods?



The Project



- Research collaboration between Aston Business School, BASF Vegetable Seeds and KEDGE Business School
- Primary focus on Indian operations
- Mixed methods approach comprising
 - Semi-structured interviews along the value chain
 - Best-Worst instrument focusing on sustainability-related priorities
- Sample: 25-30 respondents along the value chain
 - HQ level (Germany/ Netherlands)
 - Indian subsidiary
 - Local Indian Suppliers

- The impact of international trade on wages and skills of workers
- Factory workers & their experiences of the CSR initiatives, policies, projects and activities of MNEs
- Social Activism for securing emancipation from precarious work and achieving sustainable livelihoods

A multi-level
interdisciplinary
research
approach

Thank you

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