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Paper Title

Aspects of the Contribution of Certification Organisations to a Broader Adoption and Development of Sustainability in the Supply Chain

Abstract

The paper focuses on an integrative view to the importance of supply chain networks and management, and to the adoption and the development of sustainability, respectively. The actual opportunity of combining sustainable development and supply chain cooperation is a frequented topic in the international management literature and a great deal of implementation statements and research reports shows successful issues of this strategy.

According to the marketing approach the final objective of the supply chain cooperation is the satisfaction of consumers needs on a higher level in general, and those related to requirements of sustainable consumption, as well as the need of companies for corporate image and reputation, especially. The integration of sustainability requirements into company strategy and the application of related marketing tools are becoming powerful competition tools.

The specific objective of the paper consists in extending the analyse to the role of independent certification organisations whose multifaceted services for the different stakeholders of a supply chain may contribute to a more efficient cooperation for sustainable development and market competitiveness at all members of a supply chain, and may result in a synergic effect.

Besides a concise theoretical approach and the analysis of the potential role of certification organisations for the topic, the paper aims at modelling a case related to FMCG industries supply chain in Hungary. The central stakeholder of the case is an international trade organisation whose objectives in relation to sustainable consumer satisfaction and in the intensified competition in FMCG trade may be attained in cooperation with tested products of certified suppliers.