

the correspondent SC performance was built by using the Nvivo software which analyzing and counting the companies that address and cross-link the social aspects and SC performance areas as shown in Table 1. In other words, the numbers displayed in Table 1 are the numbers of companies that documented their CSR aspects and linked them with the SCOR model performance attribute (e.g. number 9 in the first cell means that nine companies out of the investigated 16 companies have reported their human rights aspects in terms of cost and financial numbers).

Step 4: Computer-aided text analysis (CATA), using Nvivo software, was exploited to elaborate the database. The CATA provides a semantic analysis based on the number of occurrences of relevant words categorized in each indicator of the social sustainability and CSR aspects. Finally, both the social impact categories and the framework were tested and validated through a set of in-depth interviews with the founder and CEO of the case study company who is in-charge of the company’s sustainability practices.

Table 1. The CSR and the SC performance relation matrix. The numbers represent the companies (out of the investigated 16 companies) addressing the CSR sub-categories practices.

	Cost	Asset Management Efficiency	Flexibility	Reliability	Responsiveness
Human rights	9	14	9	9	9
Labor practices and decent work	14	14	12	13	13
Product responsibility	3	6	3	6	5
Society	12	12	9	12	11

4. Results and Discussion

This research built a database for the CSR practices in different luxury fashion companies according to the GRI guidelines. By analyzing the database as well as the case study data using the CATA (Nvivo) software the study found two important things. First, the most implemented practices in the luxury fashion industry are the practices related to the labor practices and decent work, human work, and society, as reported in Figure 2, Figure 3, and Figure 4 respectively. This indicates that these practices are on top of the priorities and have the major attention of both the academia and the luxury fashion companies. Second, the study shows that the practices of product responsibility sub-category are few and did not gain the same attention given to the other CSR sub-categories as shown in Figure 5.

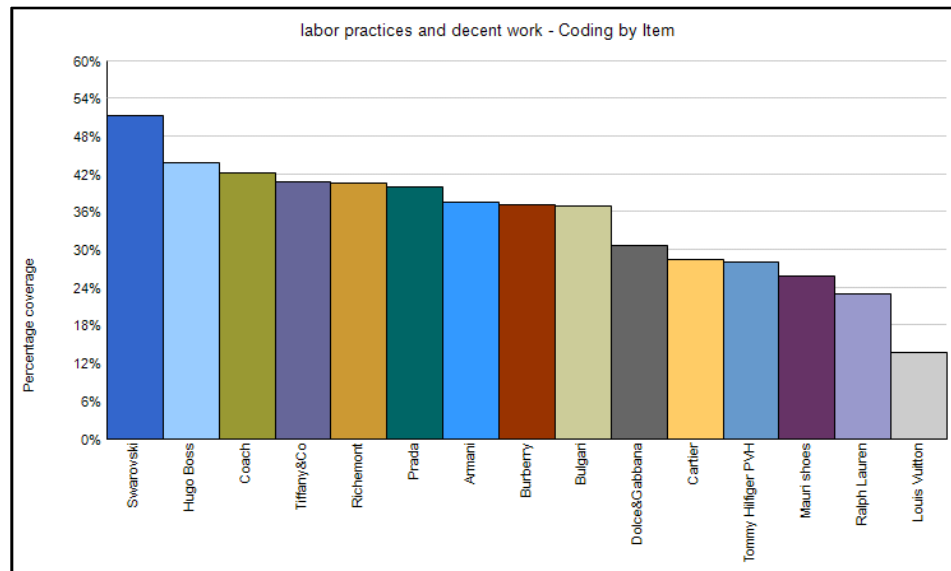


Figure 2: Labor practices and decent work coverage in the database

