**PROJECT PROPOSAL**

**AN ANALYSIS OF NIKE'S CSR STRATEGY**

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# Introduction

## Background

Corporate social responsibility is a charitable activity done by businesses to attain sustainability. A superior corporate social responsibility program is compatible with the business's activities and offers monetary remuneration in the structure of improved brand status, enhanced efficiency, and productivity.

Nike is now one of the generally familiar and thriving brands around the globe. The business manufactures a broad range of sports attire, kit, and sports-associated commodities (Lund-Thomsen and Coe, 2015). Yet, it is most extensively recognized for its footwear. Established in 1964 as blue ribbon sports, it slowly turned into the leader in athletic footwear because of the better features of its goods and brilliant advertising.

All through its existence, the business maintained a high stage of innovation, continually manufacturing shoes that included the newest technological attainment, made use of the hi-end supplies, and surpassed in a plea to consumers.

To ease development, Nike made numerous acquirements of other footwear businesses, and the most important is that of converse, a product accountable for the renowned Chuck Taylor All-Stars Sneakers. At present, it is normally assumed that Nike is the head in the footwear market, and whilst it is difficult to create a precise market share, some forecasters recommend that the business is far along from its opponents, Adidas and Under Armor.

Beginning from the early nineties, the company became occupied in a major dishonour relating to its labour rules abroad. By that time, the business had become a huge global company and relied greatly on economies of scale to maintain competitive benefit (Carlini *et al.,* 2019). The ideal business strategy used an inexpensive labour force abroad, spending heavily on widespread and well-developed advertising.

To fix its status, the business launched a corporate social responsibility plan, which has been increasing since then. It must be marked that regardless of their best labours, the accomplishment of their CSR plan was irregular and frequently formed counterproductive outcomes.

## Aims

The proposal aims to analyze the CSR strategy of Nike.

## Objectives

* To analyze the CSR strategy of Nike
* To assess the significance of a CSR strategy
* To understand the importance of transparency in CSR strategy

# Literature review

## Transparency

A significant factor of the CSR program is the attempt made by the business to reveal its performance in attaining the recognized social and environmental objectives. In this context, Nike was competent to reveal its keenness to repair its broken status by becoming one of the foremost publicly traded businesses to circulate statistics linked to its CSR program (Soares, 2016). The first journal of 2005 had an inclusive record of the business's global contract plants and particulars on the working environment in several of them, counting the wellbeing and safety environment, salary, and guidelines that guaranteed constant development of employees' excellence of life.

## Social responsibility

## Workplace conditions

To deal with the most obvious subject linked with the company, the primary focus was placed on labour settings in the industrial units around the globe. A subdivision was founded within the business that aspired to enhance the working environment and excellence of life of Nike's workers in the nations outside the U.S. the attempt made by the business might be seen in several regions of corporate activity (Soares, 2016).

## Employees diversification

Another feature of the social responsibility plan mentioned in the report is the direction towards diversity in appointing plans. According to the report, the company means to encourage flair and resourcefulness unimpeded by skin colour or sexual category. This guideline has been possibly followed more productively (Heffron, 2019).

## Waste reduction

Nike's CSR report has numerous aims that mark the subject of waste. A few of these entail manufacturing course optimization, and pioneering technology, whilst others openly deal with the trouble by running selected programmes (Nike news, 2022). The most well-known instances of the former are Nike vapour plus fly knit.

# Methodology

## Research strategy

Data for the research will be collected from secondary sources such as available books, articles, news and journals. The study is concentrated on determining the CSR strategy of Nike, and the data from the secondary sources will be examined correctly before starting the investigation (Pandey and Pandey, 2021).

## Research method

There are diverse types of methods that are utilized in research. The researcher utilises a solitary technique either qualitative or quantitative in the “mono method". Both the quantitative and qualitative methods are utilized in "mixed methods" and multi-methods talk about both methods and utilize one per needs (Mohajan, 2018). The researcher here will utilize the "mono method" and qualitative data to carry out the study.

## Research technique

The researcher will select an "explanatory design" for the research. Information for the topic will be gathered from books, journals and several other consistent and demonstrable sources (Mohajan, 2018).

## Data collection method

The researcher will obtain secondary data from consistent and reassessed references and explain their soundness. The researcher will acquire data from books, electronic databases, company websites, and annual reports since these can be verified for dependability and strength.

# Research plan



**Fig 1: Research Plan**

(source: Excel)

# Reference list

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