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### A Profit-Driven Approach to Building a "People-Responsible" Supply Chain

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## Highlights:

- A stylized analytical framework links a firm's supply chain social with its economic performance.
- Consumer response to social misconducts affects competing firms' market segmentation & profit.
- Closed-form optimal solutions for proactive social responsibility strategy.
- Numerical tests analyze the effects of various factors on the social responsibility strategies.
- Suggest a profit-driven approach on achieving supply chain social responsibility.

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