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Assessing the outcome effectiveness of multi-stakeholder initiatives in the field of corporate social responsibility – The example of the united nations global compact

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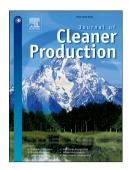
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#### ACCEPTED MANUSCRIPT

# ASSESSING THE OUTCOME EFFECTIVENESS OF MULTI-STAKEHOLDER INITIATIVES IN THE FIELD OF CORPORATE SOCIAL RESPONSIBILITY – THE EXAMPLE OF THE UNITED NATIONS GLOBAL COMPACT

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#### ABSTRACT

This article proposes a new approach to the assessment of outcome effects of Multi-Stakeholder Initiatives in the field of Corporate Social Responsibility. Based on the conceptual distinction between output, outcome, and impact effectiveness, we develop a set of indicators that allows the differentiated assessment of outcome effects related to Multi-Stakeholder Initiatives. Furthermore, we apply this set of indicators in an empirical assessment of the UN Global Compact. Our empirical study utilizes a quantitative survey completed by members of the UN Global Compact Network Germany as well as qualitative interviews. Our results show a differentiated picture of the outcome effectiveness of the UN Global Compact, highlighting a paradoxical combination of strong outcomes on strategic

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