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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

Sarah Margaretha Jastram, Jenny Klingenberg



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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**

Prof. Dr. Sarah Margaretha Jastram
Hamburg School of Business Administration
Dr. Jürgen Meyer Chair of International Business Ethics & Sustainability
Department Strategy & Leadership
Alter Wall 38, 20457 Hamburg, Germany
Phone: +49 40 36 13 8965
Email: Sarah.Jastram@hsba.de

&

Jenny Klingenberg
Visiting Scholar
Hamburg School of Business Administration
Dr. Jürgen Meyer Chair of International Business Ethics & Sustainability
Department Strategy & Leadership
Alter Wall 38, 20457 Hamburg, Germany
Email: Jenny.Klingenberg@glatfelter.com

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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