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Cooperative initiatives with NGOs in socially sustainable supply chains: How is inter-organizational fit achieved?

Jorge A. Rodríguez, Cristina Giménez, Daniel Arenas



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Jorge A. Rodríguez\*

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\* Corresponding author  
Email: [rrodrig@espol.edu.ec](mailto:rrodrig@espol.edu.ec)  
Address: Campus Politécnico Las Peñas, Malecón 100 y Loja, 09111 Guayaquil, Ecuador  
Tel: 593-42081157 ext. 186

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