

**APPLICATIONS OF DISCRETE CHOICE
EXPERIMENTS TO DISCERN SOCIAL DRIVERS
AFFECTING JOB DESIGN IN APPAREL SUPPLY
CHAIN**

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Degree of Master of Science

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DECLARATION OF ORIGINALITY

I declare that this is my own work, and this thesis/dissertation does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any other University or institute of higher learning and to the best of my knowledge and belief, it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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ABSTRACT

Due to increasing customer awareness and government regulations, organisations are forced to integrate social sustainability practises into their working environment. Social sustainability aspect in the apparel supply chain has become a major study area due to its impact on the global economic performance as well as its highly intensive labour work. Hence, researchers pay more attention to developing models to assess the impact of social sustainability practices on the focal company. In this study, we developed a Discrete Choice Experiment to assess social sustainability practices. The experiment was conducted among the blue collar and white collar employees in apparel supply chain to identify their preference for implementing the identified social sustainability practices. Different statistical tests related to discrete choice experiments, such as Effect Summary, Chi-square Likelihood Ratio Test, Parameter Estimates, Utility Profiler, and Effect Marginals were used to discover the employee preference towards social sustainability practices. In the next step, willingness to pay for the identified social sustainability practices and their sub-features were estimated. This explores the employee's maximum trade off for each social sustainability practice if the organisation decides to implement that practice within the organisation. Hence, organisations can identify which practice should be implemented to increase the overall utilisation of their employees, which improves the social and economic performance of the firm. The study identified providing maternity leave and proper sanitary facilities as significantly influencing factors for the behaviour of a blue collar employee among the considered social sustainability practices, while these two practices have a minor consideration from the firms' focal point of view.

Keywords:

Sustainable supply chain management, social sustainability practices, discrete choice experiment, apparel supply chain, willingness to pay

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LIST OF ABBREVIATIONS

NGO	-	Non-Governmental Organisations
UN	-	United Nations
SSC	-	Sustainable Supply Chain
SCM	-	Supply Chain Management
SSCM	-	Sustainable Supply Chain Management
SSP	-	Social Sustainability Practices
MCDA	-	Multi-Criteria Decision Analysis
LCT	-	Life Cycle Thinking
LCA	-	Life Cycle Assessment
LCC	-	Life Cycle Costing
SLCA	-	Social Life Cycle Assessment
SIA	-	Social Impact Assessment
SEIA	-	Social and socio-economic impact assessment
SEM	-	Structural Equation Modelling
DCM	-	Discrete Choice Modelling
DCA	-	Discrete Choice Analysis
DCE	-	Discrete Choice Experiment
MNL	-	Multinomial Logit Model