# Article information:

Full article: Corporate social responsibility as an emerging business model in fashion marketing
<https://www.tandfonline.com/doi/full/10.1080/20932685.2017.1329023?casa_token=yLdu7Onu3j4AAAAA%3A5x-DzO3HXma4jt1P7S4FRuKt9AxVMXoYtTTP1rubxDIHAMoShGlhyKFe7MmLzQIuOcoWef17aO_oug>

# Article summary:

1. The fashion industry has been slow to develop and promote sustainable, environmentally friendly products.

2. Corporate social responsibility (CSR) is an emerging business model that can help firms incorporate sustainability into their products and provide benefits to society.

3. Many leading examples of sustainable fashion have come from small, startup manufacturers, while large multinationals have lagged behind. Barriers to customer adoption of sustainable fashion products need to be overcome in order for the industry to improve its CSR profile.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Corporate social responsibility as an emerging business model in fashion marketing" discusses the importance of incorporating sustainability into the fashion industry's business model. The article highlights the lagging progress of the fashion industry compared to other industries, such as food, in promoting sustainable products. The authors argue that major competitors in the fashion industry need to rethink their business models and actively incorporate sustainability into their corporate missions.

The article provides a comprehensive overview of corporate social responsibility (CSR) and sustainability as an emerging business model. It discusses how CSR can be manifested in terms of adopting sustainable business practices and how sustainability has often been viewed as a critical part of a firm's customer relationship management program. The authors also present many illustrative examples of firms that have successfully developed or marketed sustainable products.

However, the article has some potential biases and missing points of consideration. For example, it does not explore the challenges that small businesses face when trying to adopt sustainable practices due to limited resources and access to information. Additionally, while the article notes that large multinationals have lagged behind small startups in developing sustainable fashion products, it does not provide any evidence for this claim.

Furthermore, the article presents a one-sided view on why customers have been reluctant to purchase sustainable products without exploring counterarguments or alternative perspectives. It also lacks evidence for its claim that more environmental concern on the part of fashion producers and manufacturers would result in higher awareness of environmental issues, greater choice in sustainable fashion products, and more information on the sustainability profile of fashion products.

Overall, while the article provides valuable insights into CSR and sustainability as an emerging business model in fashion marketing, it could benefit from exploring counterarguments and providing more evidence for its claims.

# Topics for further research:

* Challenges faced by small businesses in adopting sustainable practices
* Evidence for the claim that large multinationals lag behind small startups in sustainable fashion products
* Counterarguments to customer reluctance to purchase sustainable products
* Alternative perspectives on sustainability in the fashion industry
* Evidence for the claim that more environmental concern from fashion producers would result in greater choice in sustainable fashion products
* Information on the sustainability profile of fashion products

# Report location:

<https://www.fullpicture.app/item/7a728e572680142747af35ba3d7ed46e>