



**UNIVERSIDAD  
DE ANTIOQUIA**

Health and  2019  
Humanitarian Logistics Conference

# MEASURING CORPORATE SOCIAL RESPONSIBILITY AND SUPPLY CHAIN PERFORMANCE, A LINKING APPROACH TO ASSESS THE IMPACT OF MASSIVE DONATIONS IN DISASTER SCENARIOS

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# Schedule

1. Introduction
2. Methodology
3. Ongoing results
4. Conclusions
5. Limitations

1. Introduction

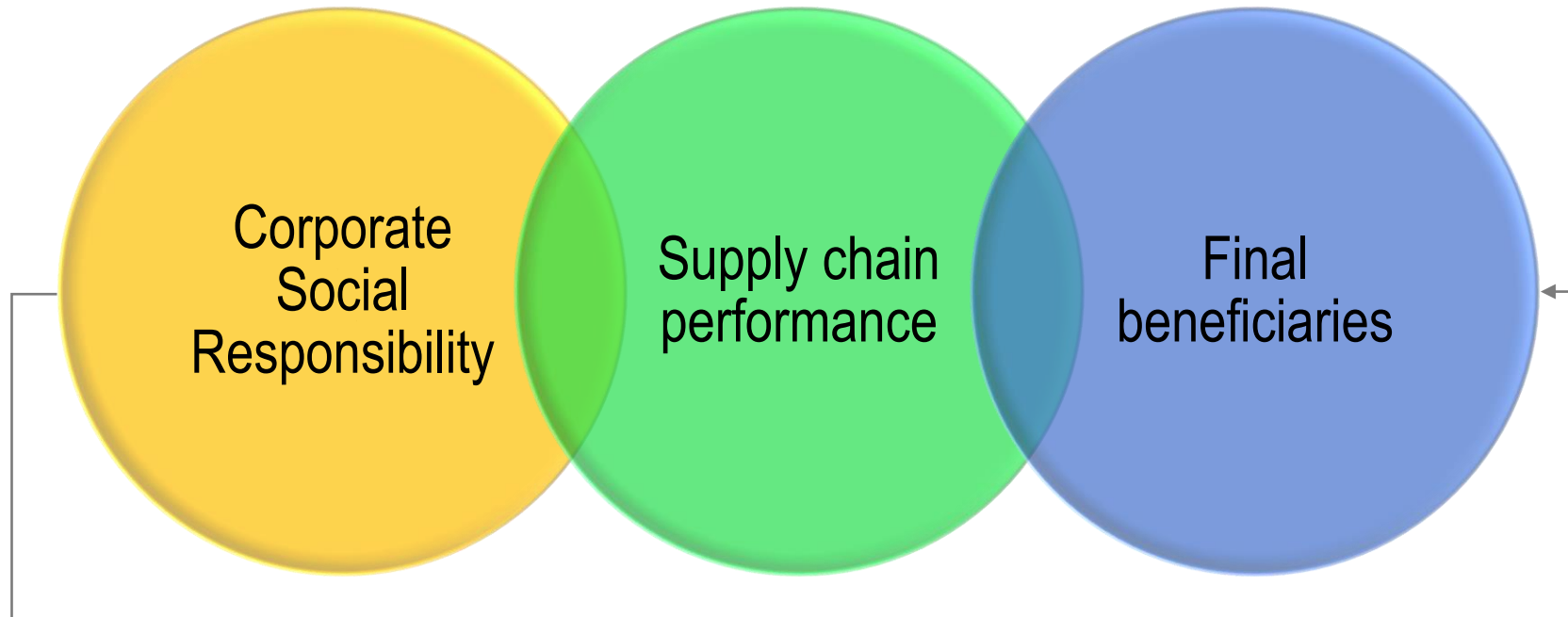
2. Methodology

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## Problem statement



1. Introduction

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5. Limitations

## Literature review

● Supply chain performance

Literature Review number 1

Humanitarian logistics  
dimensions of cross-sector  
partnerships

Literature Review number 2

Humanitarian KPIs

Literature Review number 3

Qualitative and quantitative  
methods to assess the  
performance of humanitarian  
supply chains

# 1. Introduction

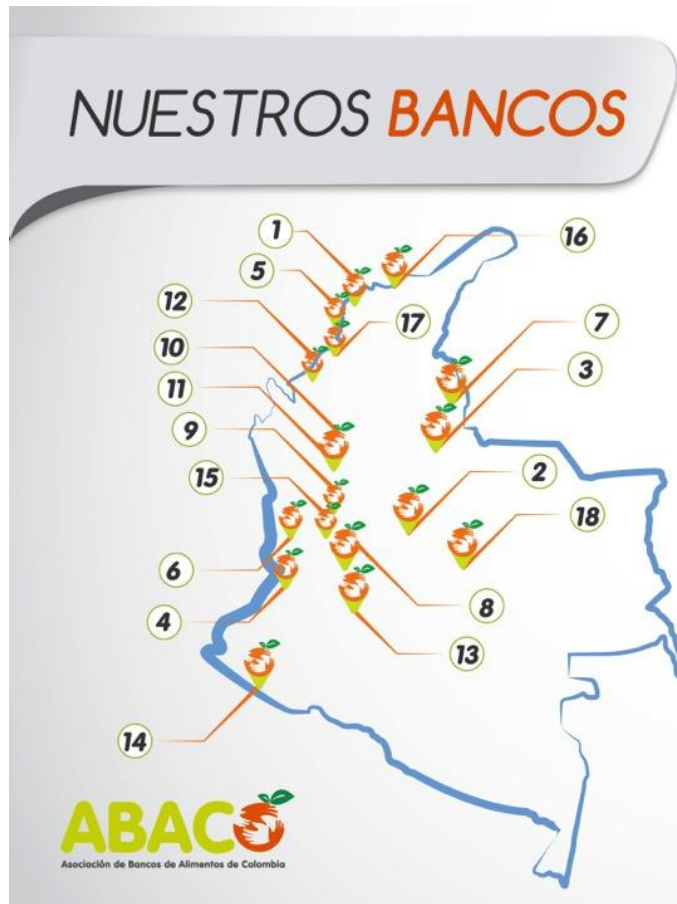
## 2. Methodology

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## Strategic partner

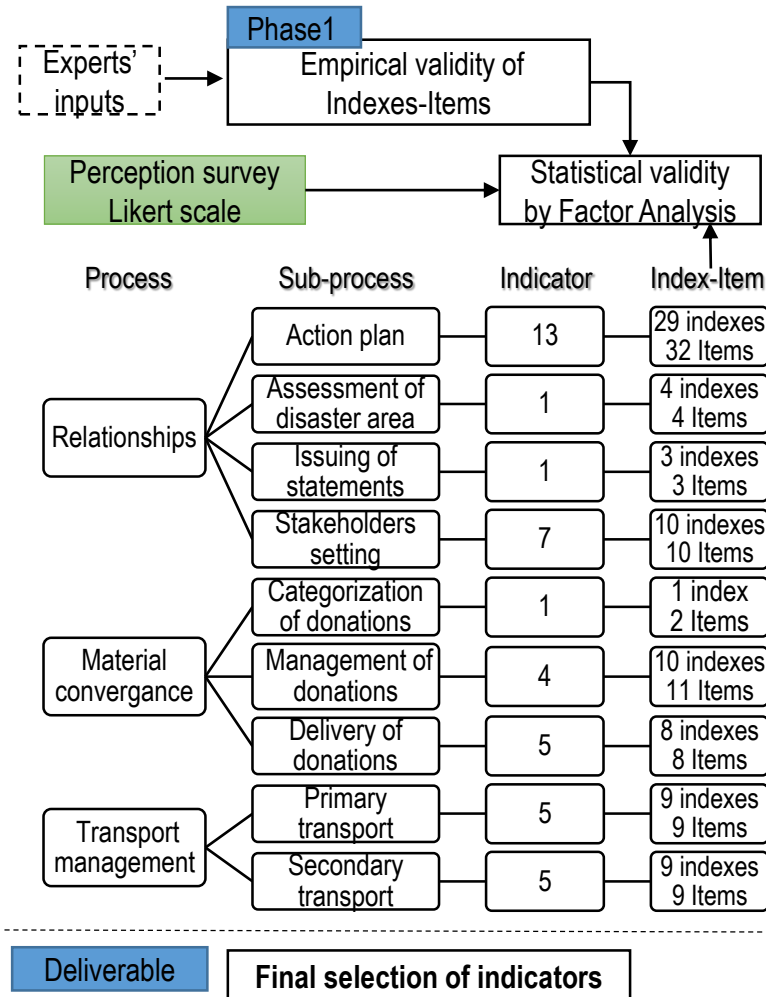


	CIUDAD	BANCO DE ALIMENTOS	CANTIDAD MUNICIPIOS ATENDIDOS
1	Barranquilla	PASTORAL SOCIAL BARRANQUILLA	16
2	Bogotá	FUNDACIÓN BANCO ARQUIDIOCESANO DE ALIMENTOS DE BOGOTÁ	31
3	Bucaramanga	BANCO DE ALIMENTOS ARQUIDIOCESIS DE BUCARAMANGA	9
4	Calí	FUNDACION ARQUIDIOCESANA BANCO DE ALIMENTOS DE CALI	6
5	Cartagena	BANCO ARQUIDIOCESANO DE ALIMENTOS DE CARTAGENA	6
6	Cartago	FUNDACIÓN BANCO DIOCESANO DE ALIMENTOS DE CARTAGO	5
7	Cúcuta	BANCO DIOCESANO DE ALIMENTOS MONSEÑOR OSCAR URBINA ORTEGA-DIOCESIS DE CÚCUTA	7
8	Ibague	BANCO ARQUIDIOCESANO DE ALIMENTOS DE IBAGUE	5
9	Manizales	BANCO ARQUIDIOCESANO DE ALIMENTOS DE MANIZALES	8
10	Medellín	FUNDACIÓN BANCO ARQUIDIOCESANO DE ALIMENTOS DE MEDELLÍN	91
11	Medellín	FUNDACIÓN SACIAR	54
12	Montería	DIÓCESIS DE MONTERIA	6
13	Neiva	FUNDACIONBANCO DIOCESANO DE ALIMENTOS DE NEIVA	9
14	Pasto	BANCO DIOCESANO DE ALIMENTOS DE PASTO	8
15	Pereira	FUNDACIÓN CARITAS BANCO DE ALIMENTOS DE PEREIRA	11
16	Santa Marta	PASTORAL SOCIAL SANTA MARTA	3
17	Sincelejo	BANCO DE ALIMENTOS DE SINCELEJO	1
18	Villavicencio	BANCO DE ALIMENTOS DE VILL VICENCIO PAPA FRANCISCO	27
	<b>TOTAL</b>		<b>303</b>



## Methodological approach

### Phase 1



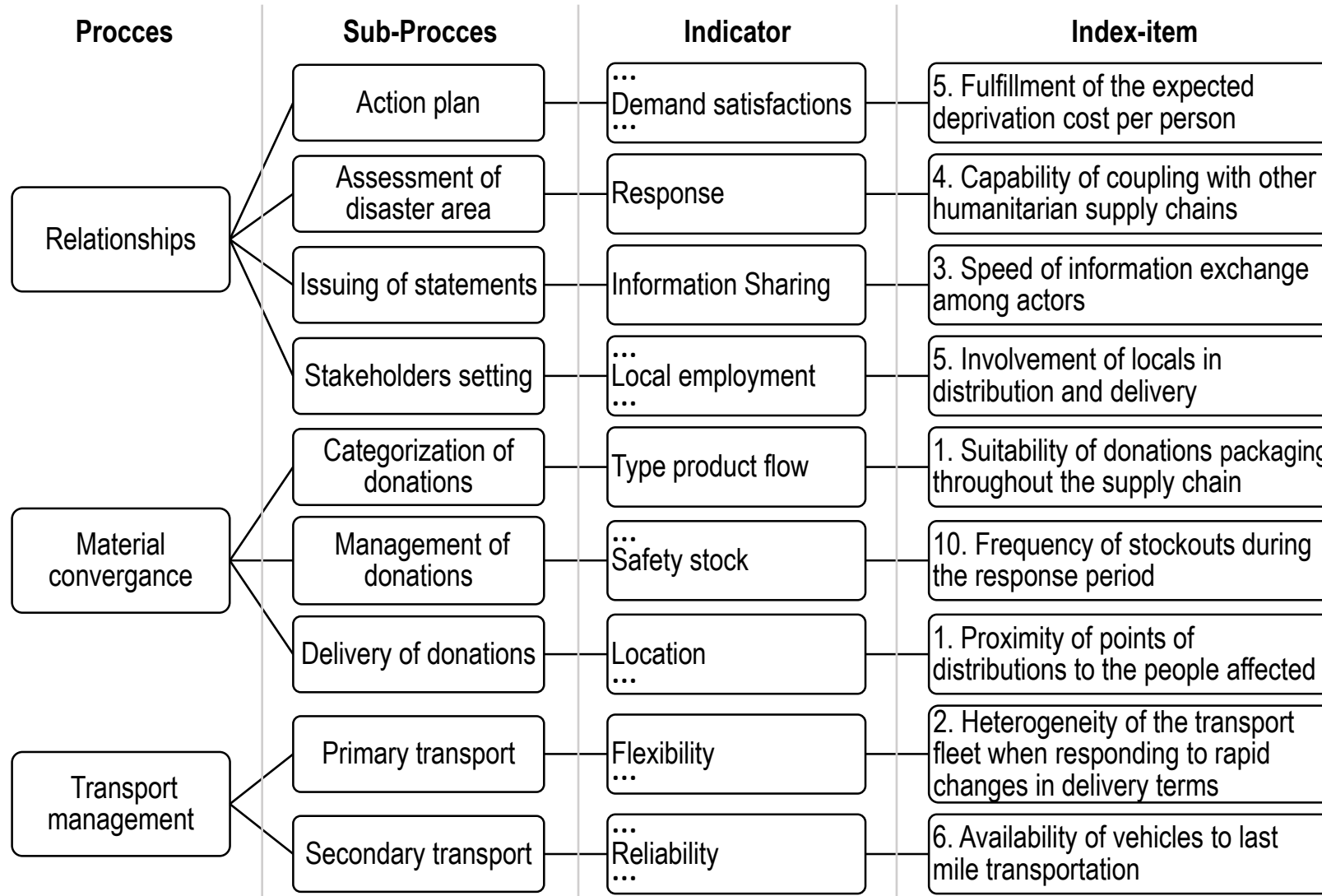
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Indicate the level in which the index-item impacts final beneficiaries positively

- 1. No impact
- 2. Slightly impacts
- 3. Moderately impacts
- 4. Highly impacts
- 5. Strongly impacts



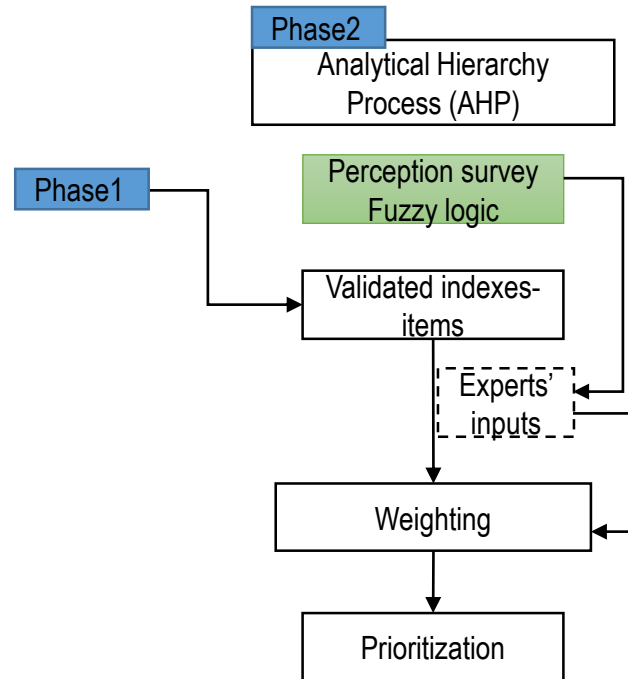
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Methodological approach

Phase 2



Deliverable

Index-Item	Priority-weight	Ranking
$I_n$	$W_n$	1...n





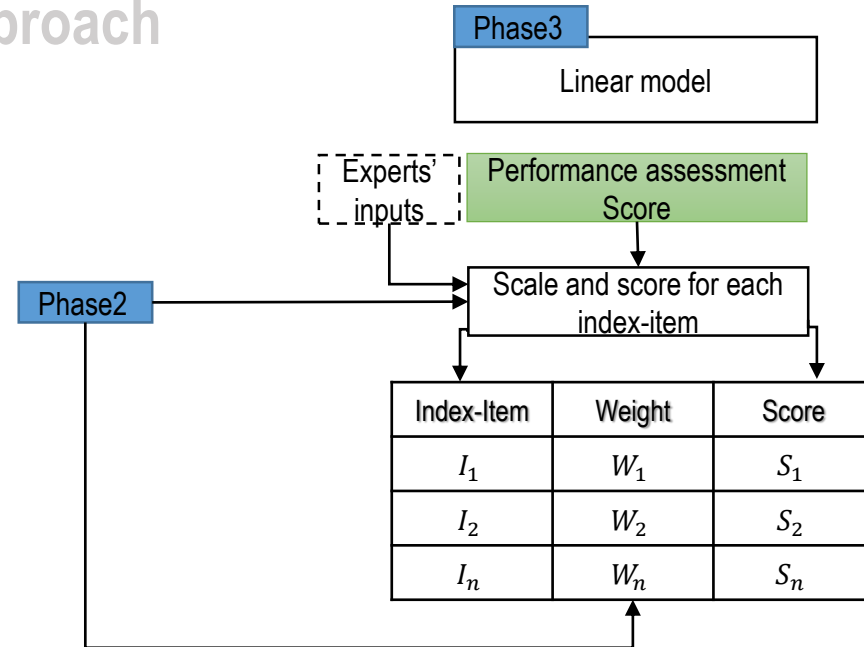
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Phase 3



Deliverable

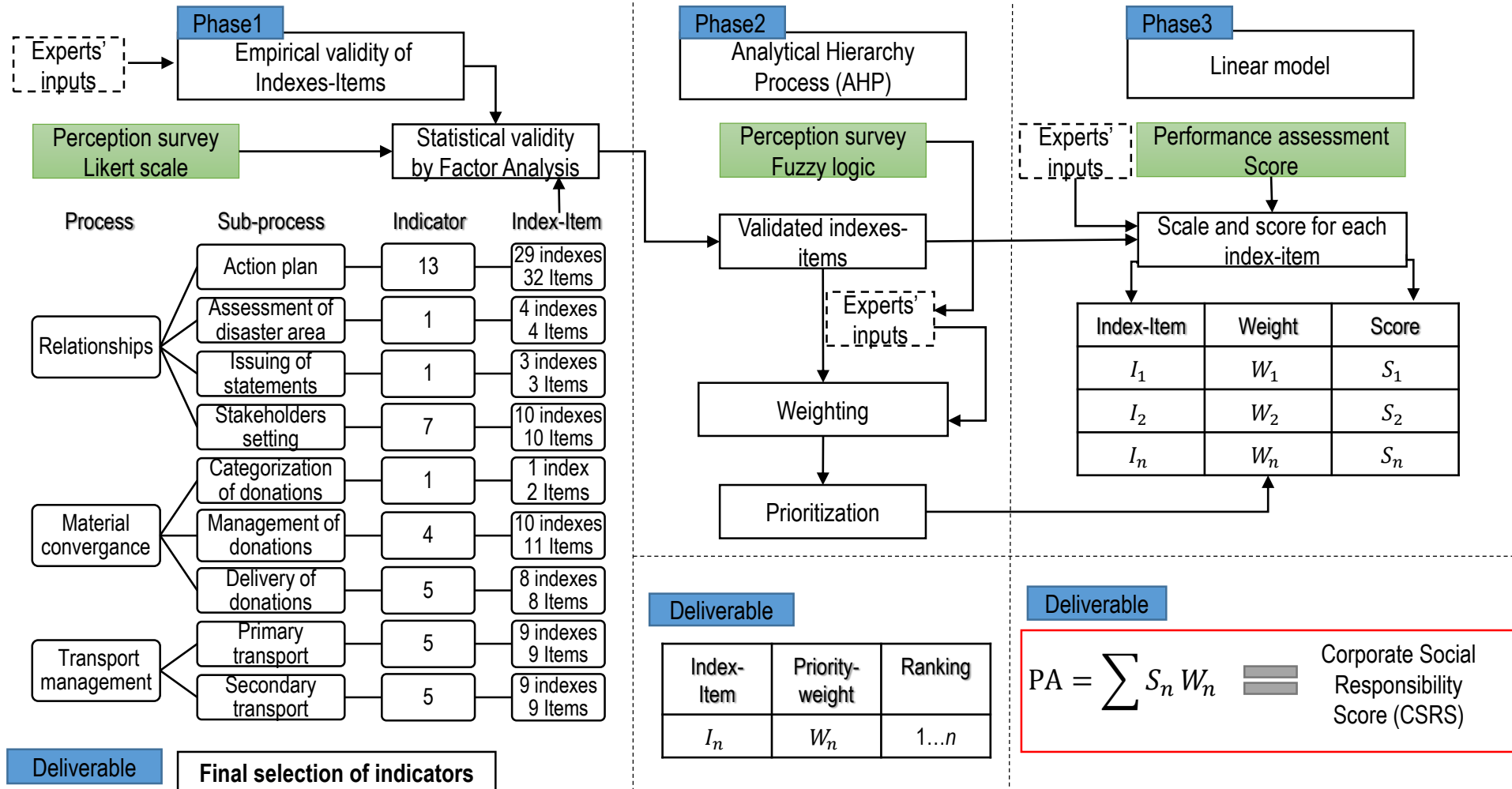
$$PA = \sum S_n W_n \equiv \text{Corporate Social Responsibility Score (CSRS)}$$



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5. Limitations

- Approaches to measure the impact of CSR
- Number of surveys needed for FA
- Collaboration of actors involved
- Empirical validity
- Replications of the approach

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- Food donations
- Perceptions
- One dimension of CSR
- Statistical validity

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# Thanks!