

# Corporate Social Responsibility and Lean Culture – how to build Supply Chain Sustainability as a response to the expectations of unstable market

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**Abstract**—The aim of the article is to compare *Corporate Social Responsibility (CSR)* and *Lean management* approaches based on practical examples and to present conclusions of the quantitative research. The research referred to the *lean* perception in the context of good practices. Additionally, as a supplement there will be presented a case study of Logistics Services Provider (Polish branch), which in 2013 introduced in its strategy both approaches CSR and *lean* as the key elements for the global business development.

**Key words**—Corporate Social Responsibility, Lean Culture, Lean Management, Sustainability supply chain.

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