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Tensions in sustainable supply chain management: instrumental, institutional, and paradoxical perspectives

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van Chengyong Xiao

1. Doing good is good, but it does not always pay off (Chapter 2).
2. When a good deed is commonly practiced, do not expect praises for undertaking it (Chapter 2).
3. Legitimate requests from stakeholders cannot always induce responsive actions of firms (Chapter 3).
4. Compared to firms with limited slack resources, firms with more slack resources are not always more responsive towards stakeholder requests (Chapter 3).
5. While sustainability is arguably a common goal of humanity, sustainability standards are not universally applicable (Chapter 4).
6. Contextualizing sustainability standards makes them more applicable in an emerging-country context (Chapter 4).
7. Ambitions standing on a loose ground cause more harm than good.
8. There is a blurred boundary between stubbornness and perseverance.
9. Less is more.