

Research Project

Creating competitive advantage serving marginalized communities: UK multinationals and inclusive development in Latin America

The purpose of this study is to explore how Multinational Enterprises (MNEs) from advanced markets can contribute to the achievement of the United Nation' Sustainable Development Goals (SDGs) by addressing the needs of disadvantaged communities in emerging markets, while also meeting expectations of economic returns to their shareholders. We intend to uncover the mechanisms and actions employed by these companies to serve disadvantaged populations, and the role of multiple stakeholders (e.g., NGOs, policy makers, local businesses, and consumers) in this process.

This project seeks to contribute to an integrated theory by uncovering ways by which MNEs can achieve the following objectives: (1) contributing to sustainable development and achievement of the SDGs; (2) value creation for the fulfilment of needs of underserved consumers and empowerment of local communities; and (3) value capture through (long-term) economic return to tackle inequalities in the society and to achieve a sustainable competitive advantage for companies involved.