Title: The stakeholders collective influence on corporate accountability: A comparative study of air pollution in London and Kathmandu.

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Research Background
At least 3 million people around the world die as a result of air pollution (World Health Organization, 2016). The primary cause of air pollution has been linked to industrial processes, combustion of fossil fuels and traffic emission (WHO 2016). Thornton (2013) argued that, if corporations are not required to compensate for polluting the environment they will continue to pollute the environment as much as they want in order to create profits. This research intends to investigate how stakeholders’ collective power influences corporate accountability with a focus on air pollution in two cities.

Research Aims
Stakeholder’s influence and corporate accountability is relatively unexplored and even rare in developing economies (Perego et al., 2016; Spitzeck and Hansen, 2010; Stubbs and Higgins 2014). This research aims to contribute knowledge in CSR accounting literature about stakeholders’ influence and corporate accountability. The research aims to explore whether stakeholders can collectively influence corporations to be accountable for the impacts they have on environment as a result of their operations.

Research Objective
• To explore the collective power of stakeholders to influence corporations to be socially accountable in two cities.
• To investigate how organization responds to stakeholder pressure in a ‘developing’ and ‘developed’ city.
• To assess stakeholders’ perceptions about corporate accountability, corporate social responsibility, and air pollution in a London and Kathmandu.
• To contribute to knowledge in the CSR literature about the power and role of stakeholders to influence the corporate accountability of corporations.

Main Research Question
“How, stakeholders’ collectively influences corporate accountability towards air pollution in Kathmandu and London? The main research question has been broken down into following sub questions:
• What is corporate accountability? To what extent corporations recognise accountability of the impacts of their actions in the society?
• How do corporations respond to stakeholders’ pressures in a ‘developed’ and ‘developing’ city?
• How do stakeholders’ perceptions about corporate accountability, corporate social responsibility and air pollution differ in a ‘developing’ and a ‘developed’ city?
• Do stakeholders have the ability to combine collectively to influence corporate accountability?
• What is air pollution and how does air pollution affect Kathmandu and London and how does stakeholder play a role in tackling air pollution?

Methodology
The research aims to take a comparative case study approach and use semi-structured interviews to collect data from stakeholders such as pressure groups, representative of NGO’s and INGO’s campaigning for better air quality and representative of local councils. In addition, document analysis of publicly available archival data will be performed.

Selected References