

SIX SIGMA: LEADING THE WAY TO CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENT PROTECTION: A MECHANISM DESIGN APPROACH

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ABSTRACT

The aim of this paper is to explore how Six Sigma methodology can act as a foundation and key catalyst for developing corporate social responsibility (hereafter CSR) habits in the blood stream of an organisation. CSR is interlinked with sustainable development, environment protection, social equality and environment growth, but our main focus is on business process performance for the interests of societal groups other than shareholders for the maintenance of long-term sustainability is to be maintained. The critique and innovative case study within this paper shows how the ethical basis of Six Sigma model and methodology can be used to develop CSR in the studied company. The customers delight is reflected in a better rating in the Quality Appraisal Report (QAR) and has yielded a higher Customer Satisfaction Index.

Keywords: Six Sigma, customer, social responsibility, environment protection.