

Cross-sector partnerships for sustainability in Global South:



Elite Network
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The sustainability-oriented partnership journeys of businesses and civil-society organisations in Viet Nam and China

The doctoral researcher

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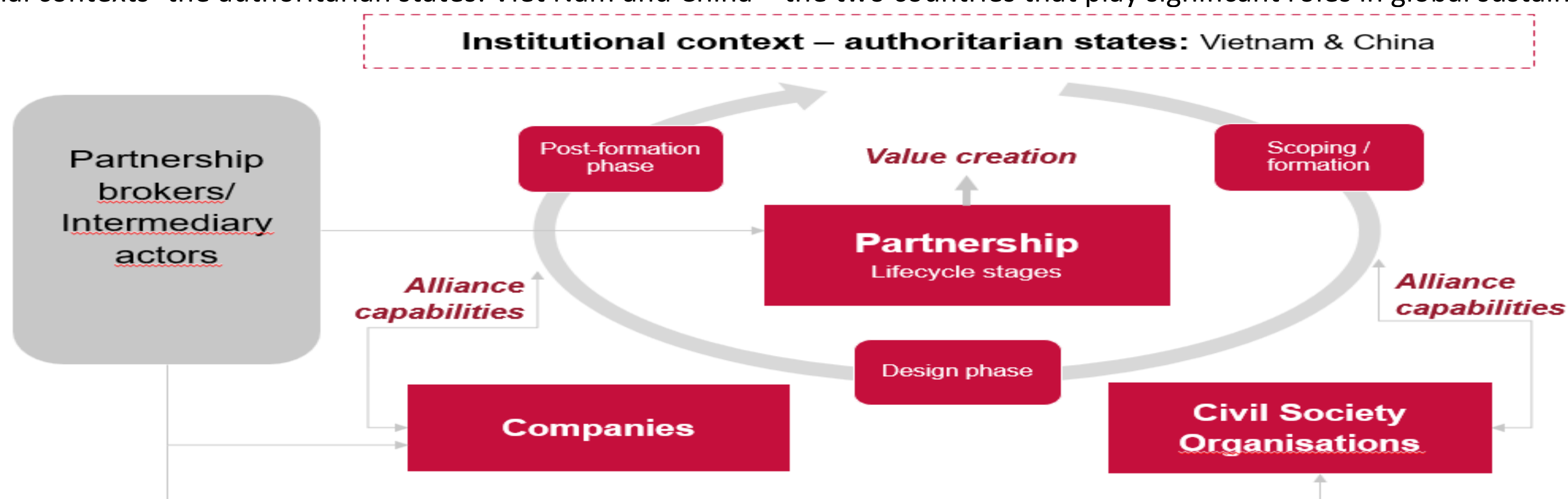
Education: Master of Arts in Development Management at Ruhr-University Bochum, Germany

Ms. **Chau Bui** earned her bachelor's degree in International Relations at the Vietnam National University, Ho Chi Minh City, Viet Nam. In 2014, thanks to a DAAD full scholarship, she obtained a master's degree in Development Management at Ruhr-University Bochum, Germany. Ms. Bui has more than 12 years of working experience in international development cooperation and nonprofit governance as a project manager, communication/Public Relations manager, and event manager for various German and international organisations. In 2020, she co-founded a German nonprofit organisation called Visible Impact aiming to create visible impacts on the lives of the disadvantaged, toward social cohesion and sustainable development. Since 2021, she is a PhD Candidate of the International Doctorate Programme – Business and Human Rights: Governance Challenges in a Complex World at FAU. Her doctoral research focuses on partnership for sustainability between the business and civil-society sectors in authoritarian states: Viet Nam and China (*Publication-based*).

The doctoral research projects (2021-2025)

Introduction and Significance

Cross-sector partnerships (CSPs) serve as vehicles to navigate evolving roles and responsibilities among government, business, and civil society sectors. Partnerships between firms and civil society organisations (CSOs) to create values for sustainable development and business and human rights have become a common practice globally. Although such partnerships are highly context-dependent, few papers address and theorise the context in which such partnerships take place. Only few studies engaged in the discussion about the political complexity in which such CSPs are formed, implemented and create value at various levels: micro, meso, and macro levels. The PhD research projects aim to address these research gaps in politically complex institutional contexts- the authoritarian states: Viet Nam and China – the two countries that play significant roles in global sustainable supply chains.



Project 1

Business – Civil-Society Organisation Partnerships For Sustainability: A Systematic Literature Review and Future Research Avenues

Co-authored with Prof. Dr. Matthias Fifka

Objective: To provide a recent, comprehensive systematic literature review of sustainability-oriented collaborations between corporate and civil society sectors to obtain an overarching understanding as well as identify existing research gaps and suggest further research agenda.

Method: Systematic Literature Review

Project 3

Value Creation In Sustainability-oriented Cross-sector Partnerships In Politically Complex Institutional Contexts

Co-authored with Xu Kang, Supriya Singh, and Matthias Fertig

Objective: The research targets to dissect the intricate layers of value creation within CSPs through the lens of institutional logics, providing a novel perspective on how these partnerships can be optimised in authoritarian states (Viet Nam and China).

Method: Multiple case studies

Project 2

Cross-Sector Partnerships For Sustainability In Politically Complex Institutional Contexts: Leveraging Alliance Capabilities

Co-authored with Matthias Fertig, Xu Kang, and Kania Guzaimi

Objective: This study intends to examine the alliance capabilities which companies and civil society organisations (CSOs) need to develop and deploy to engage in CSPs for sustainable development and human rights in politically complex institutional contexts (Viet Nam and China).

Method: Multiple case studies

Project 4

Catalysts for Sustainability-oriented Cross-sector Partnerships In Politically Complex Institutional Environment

Single author

Objective: The study aims to explore the roles of intermediary actors as catalysts for sustainability-oriented CSPs operating in the authoritarian context of Viet Nam.

Method: Mix-method (combining quantitative and qualitative methods)

Contributions to the fields of Business and Human Rights & Sustainability

1. Provide an exhaustive overview of sustainability-oriented partnerships between businesses and CSOs in politically complex contexts;
2. Develop a model on alliance capabilities and the mechanisms through which CSPs can yield sustainable value in authoritarian states;
3. Explore and foster the roles of partnership brokers to accelerate sustainability-oriented CSPs in authoritarian context;
4. Provide guides and lessons learnt for enterprises and CSOs to collaborate and create value more effectively in the Global South, especially in politically complex institutional environments;
5. Support multinational companies in their cross-border operations to advance and adapt their corporate social responsibility (CSR) strategies to politically sensitive contexts where the state logic is strong and prevalent.