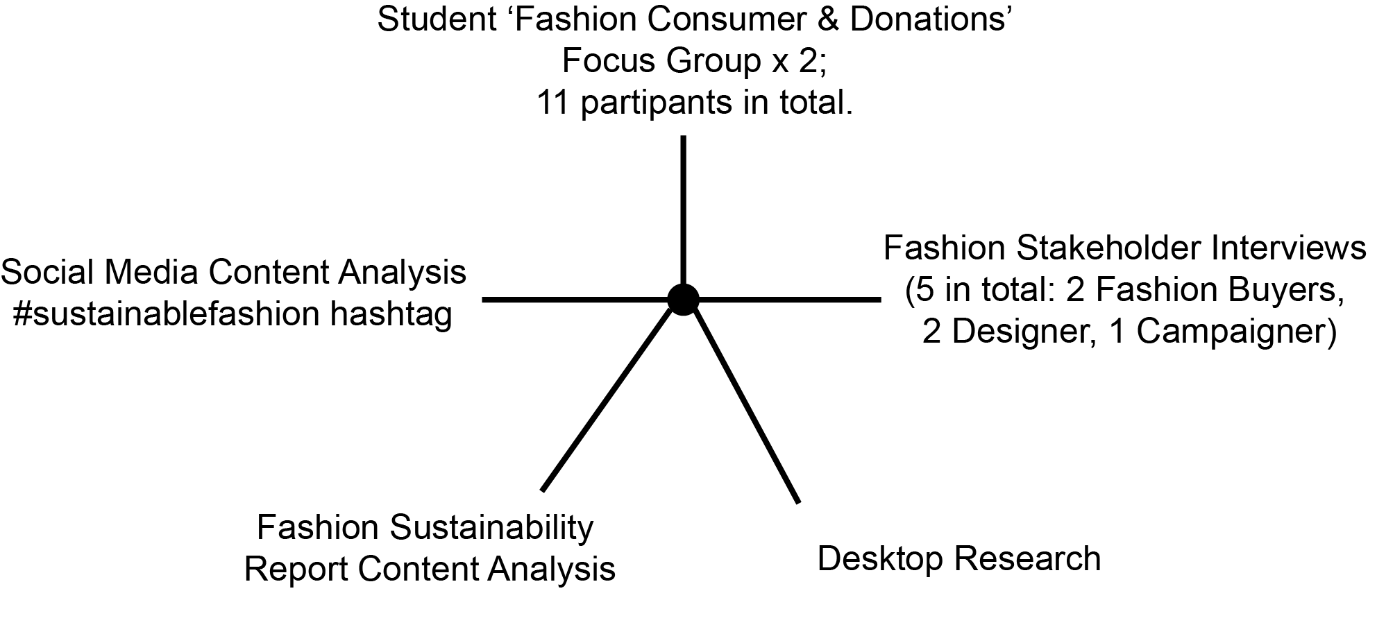
**BIBLIOGRAPHY**

**& Research Approach**

Our **mixed method research approach** gained ethical approval from De Montfort University’s Business and Law Faculty’s Research Ethics Committee. All research participants were provided with a research study information sheet as well as consent forms to proceed with questions/recording. As the information content on social media and in sustainability reports are publicly available, consent was not gained for this data analysis.



**Bibliography**

2018 Organic Cotton Market Report | Textile Exchange (2018) Textile Exchange. Available at: https://textileexchange.org/downloads/2018-organic-cotton-market-report/ (Accessed: 27 February 2019).

A NEW TEXTILES ECONOMY: REDESIGNING FASHION’S FUTURE (no date). Available at: https://www.ellenmacarthurfoundation.org/assets/downloads/publications/A-New-Textiles-Economy\_Full-Report.pdf (Accessed: 28 February 2019).

A review of pesticide use in global cotton production – New edition 26th June 2018 - Pesticide Action Network UK (2018) Pesticde Action Network UK. Available at: http://www.pan-uk.org/cottons\_chemical\_addiction\_updated/ (Accessed: 22 February 2019).

Albu, O. B. and Flyverbom, M. (2019) Organizational Transparency: Conceptualizations, Conditions, and Consequences, Business and Society. doi: 10.1177/0007650316659851.

Anderberg, J. and Morris, J. (2007) ‘Authenticity and transparency in the advertising industry’, Journal of Management Development, 25(10), pp. 1021–1023. doi: 10.1108/02621710610708667.

Audit Committee, E. (2019) Fixing fashion: clothing consumption and sustainability Sixteenth Report of Session 2017-19 FIXING FASHION: clothing consumption and sustainability. Available at: https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/1952.pdf (Accessed: 21 February 2019).

BBC News (2017) The Indian farmers falling prey to pesticide. Available at: https://www.bbc.co.uk/news/world-asia-india-41510730 (Accessed: 22 March 2019).

Bernstein, E. S. (2017) ‘Making Transparency Transparent: The Evolution of Observation in Management Theory’, Academy of Management Annals. Academy of Management AnnalsBriarcliff Manor, NY, 11(1), pp. 217–266. doi: 10.5465/annals.2014.0076.

Better BuyingTM Index Report, Fall 2018 (2018). Available at: www.betterbuying.org. (Accessed: 23 February 2019).

Bezawada, R. and Pauwels, K. (2013) ‘Organic Products? How Organic Assortment , Price , and Promotions’, Journal of Marketing, 2429.

Birchall, C. (2011) ‘Introduction to “Secrecy and Transparency”’, Theory, Culture & Society. SAGE Publications, Sage UK: London, England, 28(7–8), pp. 7–25. doi: 10.1177/0263276411427744.

Brand Finance (2018) Brand Finance - Nike Does it Again as World’s Most Valuable Apparel Brand, Brand Finance. Available at: http://brandfinance.com/press-releases/nike-does-it-again-as-worlds-most-valuable-apparel-brand/ (Accessed: 7 December 2018).

British Fashion Council (no date). Available at: https://www.britishfashioncouncil.co.uk/pressreleases/Tax-Breaks-for-Eco-Fashion-Businesses (Accessed: 24 February 2019).

Chimonas, S., Rozario, N. M. and Rothman, D. J. (2010) ‘Show us the money: Lessons in transparency from state pharmaceutical marketing disclosure laws: Pharmaceuticals and prescribing’, Health Services Research, 45(1), pp. 98–114. doi: 10.1111/j.1475-6773.2009.01048.x.

Choi, T.-M. (2013) ‘Carbon footprint tax on fashion supply chain systems’, The International Journal of Advanced Manufacturing Technology, 68(1–4), pp. 835–847. doi: 10.1007/s00170-013-4947-4.

Christensen, L. T. and Cheney, G. (2015) ‘Peering into Transparency: Challenging Ideals, Proxies, and Organizational Practices’, Communication Theory. Narnia, 25(1), pp. 70–90. doi: 10.1111/comt.12052.

Clark, G. L. and Hebb, T. (2005) ‘Why should they care? The role of institutional investors in the market for corporate global responsibility’, Environment and Planning A, 37(11), pp. 2015–2031. doi: 10.1068/a38116.

St. Clair, K. (2018) The golden thread : how fabric changed history.

Combating Sexual Harassment in the Garment Industry | Human Rights Watch (2019) Human Rights Watch. Available at: https://www.hrw.org/news/2019/02/12/combating-sexual-harassment-garment-industry (Accessed: 3 March 2019).

Cornand, C. and Gimet, C. (2012) ‘The 2007–2008 financial crisis: Is there evidence of disaster myopia?’, Emerging Markets Review, 13(3), pp. 301–315. doi: 10.1016/j.ememar.2012.02.001.

Corner, A. and Randall, A. (2011) ‘Selling climate change? The limitations of social marketing as a strategy for climate change public engagement’, Global Environmental Change. Elsevier Ltd, 21(3), pp. 1005–1014. doi: 10.1016/j.gloenvcha.2011.05.002.

Clarks (no date) CODE OF PRACTICE WORKING CONDITION STANDARDS FOR SUPPLIERS, SUB-CONTRACTORS AND SERVICE PROVIDERS. Available at: https://www.clarks.com/corporate-responsibility/ClarksCodeofPractice2018I1.0.pdf (Accessed: 20 February 2019).

Combating Sexual Harassment in the Garment Industry | Human Rights Watch (2019) Human Rights Watch. Available at: https://www.hrw.org/news/2019/02/12/combating-sexual-harassment-garment-industry (Accessed: 23 February 2019).

Consumer Goods Forum, F. (2018) The Honest Product. Available at: https://www.theconsumergoodsforum.com/wp-content/uploads/2018/10/CGF-Futerra-Transparency-and-the-Honest-Product.pdf (Accessed: 15 April 2019).

Consumer Goods Forum, F. (no date) The Honest Product for Fashion A guide for fashion on transparency bit.ly/honestproductfashion. Available at: https://www.wearefuterra.com/wp-content/uploads/2019/05/Honest-Product\_Fashion\_Final\_Den.pdf (Accessed: 20 March 2019).

Cornand, C. and Gimet, C. (2012) ‘The 2007–2008 financial crisis: Is there evidence of disaster myopia?’, Emerging Markets Review, 13(3), pp. 301–315. doi: 10.1016/j.ememar.2012.02.001.

Crain, M. (2018) ‘The limits of transparency: Data brokers and commodification’, New Media and Society, 20(1), pp. 88–104. doi: 10.1177/1461444816657096.

Donaghey, J. and Reinecke, J. (2018) ‘When Industrial Democracy Meets Corporate Social Responsibility — A Comparison of the Bangladesh Accord and Alliance as Responses to the Rana Plaza Disaster’, British Journal of Industrial Relations, 56(1), pp. 14–42. doi: 10.1111/bjir.12242.

Elia, J. (2009) ‘Transparency rights, technology, and trust’, Ethics and Information Technology, 11(2), pp. 145–153. doi: 10.1007/s10676-009-9192-z.

Etzioni, A. (2016) ‘Is Transparency the Best Disinfectant?’, Ssrn. doi: 10.2139/ssrn.2731880.

Fairbanks, J., Plowman, K. D. and Rawlins, B. L. (2007) ‘Transparency in government communication’, Journal of Public Affairs. John Wiley & Sons, Ltd, 7(1), pp. 23–37. doi: 10.1002/pa.245.

Fenster, M. (2015) ‘Transparency in search of a theory’, European Journal of Social Theory. Edited by H. K. Hansen, L. T. Christensen, and M. Flyverbom. SAGE Publications, Sage UK: London, England, 18(2), pp. 150–167. doi: 10.1177/1368431014555257.

Fletcher, K. (2009) ‘Systems change for sustainability in textiles’, Sustainable Textiles. Woodhead Publishing, pp. 369–380. doi: 10.1533/9781845696948.2.369.

Fletcher, K. (2010) ‘Slow Fashion: An Invitation for Systems Change’, Fashion Practice The Journal of Design Creative Process & the Fashion Industry, 2(2), pp. 259–266. doi: 10.1103/PhysRevLett.115.189901.

Francisco, K. and Swanson, D. (2018) ‘The Supply Chain Has No Clothes: Technology Adoption of Blockchain for Supply Chain Transparency’, Logistics, 2(1), p. 2. doi: 10.3390/logistics2010002.

Fuchs, C., Schreier, M. and Van Osselaer, S. M. J. (2015) ‘The Handmade Effect: What’s Love Got to Do with It?’, Journal of Marketing, 79(2), pp. 98–110. doi: 10.1509/jm.14.0018.

Garcia, S. M. (2002) ‘Power and the illusion of transparency in negotiations’, Journal of Business and Psychology, 17(1), pp. 133–144. doi: 10.1023/A:1016204417910.

Gardner, T. A. et al. (2018) ‘Transparency and sustainability in global commodity supply chains’, World Development. doi: 10.1016/j.worlddev.2018.05.025.

Georgantzas, N. C., Katsamakas, E. and Solowiej, D. (2009) ‘Giddens’ globalization: Exploring dynamic implications’, Proceedings of the 27th International Conference of the System Dynamics Society, pp. 10023–10023. Available at: http://www.systemdynamics.org/conferences/2009/proceed/papers/P1072.pdf.

Gielens, K. et al. (2017) ‘The New Regulator in Town: The Effect of Walmart’s Sustainability Mandate on Supplier Shareholder Value’, Journal of Marketing, 82(2), pp. 124–141. doi: 10.1509/jm.16.0276.

Granados, N., Gupta, A. and Kauffman, R. J. (2010) ‘Information Transparency in B2C Markets’, Information Systems Research, 21(2), pp. 207–226.

Habel, J. et al. (2015) Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers’ Perceived Price Fairness, Journal of Marketing. doi: 10.1509/jm.14.0389.

Holt, D. B. (2002) ‘Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding’, Journal of Consumer Research, 29(1), pp. 70–90. doi: 10.1086/339922.

Homer, J. (2019) ‘A comment on John Sterman’s “system dynamics at sixty: the path forward”’, System Dynamics Review. John Wiley & Sons, Ltd, 35(1), pp. 5–7. doi: 10.1002/sdr.1615.

How Clothes Rationing Affected Fashion In The Second World War | Imperial War Museums (no date) Imperial War Museum. Available at: https://www.iwm.org.uk/history/how-clothes-rationing-affected-fashion-in-the-second-world-war (Accessed: 25 March 2019).

Hultman, J. and Axelsson, B. (2007) ‘Towards a typology of transparency for marketing management research’, Industrial Marketing Management, 36(5), pp. 627–635. doi: 10.1016/j.indmarman.2006.04.001.

Human Rights Resource Centre (2018) Business & Human Rights Resource Centre. Available at: https://www.business-humanrights.org/en/india-ngo-report-alleges-involuntary-poisoning-of-cotton-farmers-is-linked-to-pesticides-exported-by-swiss-chemical-co-syngenta-co-refutes-allegations (Accessed: 22 March 2019).

Ikonen, P., Luoma-aho, V. and Bowen, S. A. (2017) ‘Transparency for Sponsored Content: Analysing Codes of Ethics in Public Relations, Marketing, Advertising and Journalism’, International Journal of Strategic Communication, 11(2), pp. 165–178. doi: 10.1080/1553118X.2016.1252917.

India: NGO report alleges involuntary poisoning of cotton farmers is linked to pesticides exported by Swiss chemical co Syngenta; co refutes allegations | Business &amp; Human Rights Resource Centre (2018) Business & Human Rights Resource Centre. Available at: https://www.business-humanrights.org/en/india-ngo-report-alleges-involuntary-poisoning-of-cotton-farmers-is-linked-to-pesticides-exported-by-swiss-chemical-co-syngenta-co-refutes-allegations (Accessed: 22 February 2019).

K.K., B. (2007) ‘A cognition-based view of decision processes in complex social-ecological systems’, Ecology and Society, 12(1). Available at: https://www.scopus.com/inward/record.uri?eid=2-s2.0-34447304606&partnerID=40&md5=8403d16a000e2c49e599f947f79a45ae.

Kang, J. and Hustvedt, G. (2014) ‘Building Trust Between Consumers and Corporations: The Role of Consumer Perceptions of Transparency and Social Responsibility’, Journal of Business Ethics, 125(2), pp. 253–265. doi: 10.1007/s10551-013-1916-7.

Karmarkar, U. R. and Bollinger, B. (2015) ‘BYOB: How Bringing Your Own Shopping Bags Leads to Treating Yourself and the Environment’, Journal of Marketing, 79(4), pp. 1–15. doi: 10.1509/jm.13.0228.

Khan, M. and Damalas, C. A. (2015) ‘Factors preventing the adoption of alternatives to chemical pest control among Pakistani cotton farmers’, International Journal of Pest Management. Taylor & Francis, 61(1), pp. 9–16. doi: 10.1080/09670874.2014.984257.

Killer cotton: Fashion’s parasitic relationship with Indian farmers - POLITHEOR (2018) Politheor. Available at: https://politheor.net/killer-cotton-fashions-parasitic-relationship-with-indian-farmers/ (Accessed: 22 February 2019).

Kirchgeorg, M. and Winn, M. I. (2006) ‘Sustainability marketing for the poorest of the poor’, Business Strategy and the Environment, 15(3), pp. 171–184. doi: 10.1002/bse.523.

LabelInsight (2016) Transparency Leads to Increased Brand Loyalty and Perceived Brand Worth, LabelInsight. Available at: https://blog.labelinsight.com/transparency-leads-to-increased-brand-loyalty-and-perceived-brand-worth?hsCtaTracking=28d1db2e-37f2-4cad-880e-7357672fcd25%7C80ae50ad-4703-49ee-bba2-ccc36fadde0f (Accessed: 15 April 2019).

Lewis, R. J. (2014) ‘Marketing Functions Marketing Systems : Synthesis’, 33(3), pp. 10–14.

Liu, Y. et al. (2015) ‘Service Firm Performance Transparency’, Journal of Service Research, 18(4), pp. 451–467. doi: 10.1177/1094670515584331.

Luna-Reyes, L. F. and Andersen, D. L. (2003) ‘Collecting and analyzing qualitative data for system dynamics: Methods and models’, System Dynamics Review, 19(4), pp. 271–296. doi: 10.1002/sdr.280.

Making Product Responsibly (no date). Available at: https://sustainability.nike.com/making-product-responsibly (Accessed: 5 December 2018).

Mason, M. (2008) ‘Transparency for whom? Information disclosure and power in global environmental governance’, Global Environmental Politics, 8(2), pp. 8–13. doi: 10.1162/glep.2008.8.2.8.

McKinsey & Company (2019) The State of Fashion 2019. Available at: https://www.mckinsey.com/~/media/McKinsey/Industries/Retail/Our Insights/The State of Fashion 2019 A year of awakening/The-State-of-Fashion-2019-final.ashx (Accessed: 21 March 2019).

Meijer, A. (2009) ‘Understanding modern transparency’, International Review of Administrative Sciences, 75(2), pp. 255–269. doi: 10.1177/0020852309104175.

Mol, A. P. J. (2015) ‘Transparency and value chain sustainability’, Journal of Cleaner Production, 107, pp. 154–161. doi: 10.1016/j.jclepro.2013.11.012.

Newell, A. (2015) How Nike Embraced CSR and Went From Villain to Hero, Triple Pundit. Available at: https://www.triplepundit.com/special/roi-of-sustainability/how-nike-embraced-csr-and-went-from-villain-to-hero/ (Accessed: 7 December 2018).

Nike (no date) Nike’s Latest Sustainable Innovations and Environmental Impact - Nike News. Available at: https://news.nike.com/news/sustainable-innovation-air-bag-manufacture (Accessed: 9 March 2019).

Nike, I. (2017) MAXIMUM PERFORMANCE MINIMUM IMPACT FY16/17 Sustainable Business Report NIKE, Inc. Available at: https://sbi-stg-s3-media-bucket.s3.amazonaws.com/wp-content/uploads/2018/05/18175102/NIKE-FY1617-Sustainable-Business-Report\_FINAL.pdf (Accessed: 5 March 2019).

Olsen, M. C., Slotegraaf, R. J. and Chandukala, S. R. (2014) ‘Green Claims and Message Frames: How Green New Products Change Brand Attitude’, Journal of Marketing, 78(5), pp. 119–137. doi: 10.1509/jm.13.0387.

Oulasvirta, A. et al. (2014) ‘Transparency of Intentions Decreases Privacy Concerns in Ubiquitous Surveillance’, Cyberpsychology, Behavior, and Social Networking, 17(10), pp. 633–638. doi: 10.1089/cyber.2013.0585.

Patagonia (no date) California Transparency in Supply Chains Act and UK Modern Slavery Act Disclosure Statement 2017. Available at: https://www.patagonia.com/on/demandware.static/Sites-patagonia-us-Site/Library-Sites-PatagoniaShared/en\_US/PDF-US/Patagonia-US-and-UK-Disclosure-Statement-061317.pdf (Accessed: 21 March 2019).

Patrick E. Murphy, Gene R. Laczniak and Graham Wood (2007) ‘An ethical basis for relationship marketing: a virtue ethics perspective’, European Journal of Marketing, 41(1/2), pp. 37–57.

ASOS, Plc. (no date) Performance and Commitments. Available at: www.asosplc.com/corporate-responsibility. (Accessed: 20 February 2019).

Press, M. and Arnould, E. J. (2014) ‘Narrative transparency’, Journal of Marketing Management, 30(13–14), pp. 1353–1376. doi: 10.1080/0267257X.2014.925958.

Primark (no date) ENVIRONMENTAL SUSTAINABILITY PERFORMANCE REPORT 2018 CONTENT. Available at: https://www.primark.com/-/media/ourethics/detox/pdfs/detox-report/primark-detox-environmental-performance-report-2018.ashx (Accessed: 20 February 2019).

Quaak, L., Aalbers, T. and Goedee, J. (2007) ‘Transparency of corporate social responsibility in Dutch breweries’, Journal of Business Ethics, 76(3), pp. 293–308. doi: 10.1007/s10551-006-9282-3.

Rawlins, B. (2009) Give the Emperor a Mirror: Toward Developing a Stakeholder Measurement of Organizational Transparency, Journal of Public Relations Research. doi: 10.1080/10627260802153421.

Richardson, G. P. (1984) ‘Loop dominance, loop polarity and the concept of dominant polarity’, Proceedings of the 1984 International Conference of the System Dynamics Society, 11(1), pp. 156–174.

Richardson, G. P. (2007) ‘Dominant structure’, System Dynamics Review, 2(1), pp. 68–75. doi: 10.1002/sdr.4260020107.

Roberts, J. (2009) ‘No one is perfect: The limits of transparency and an ethic for “intelligent” accountability’, Accounting, Organizations and Society. Elsevier Ltd, 34(8), pp. 957–970. doi: 10.1016/j.aos.2009.04.005.

Simintiras, A. C. et al. (2015) ‘Should consumers request cost transparency?’, European Journal of Marketing, 49(11–12), pp. 1961–1979. doi: 10.1108/EJM-02-2015-0086.

Singh, N. (2015) ‘Commentary: what’s behind the price tag: understanding cost transparency?’, European Journal of Marketing, 49(11–12), pp. 1987–1991. doi: 10.1108/EJM-07-2015-0454.

Solér, C., Baeza, J. and Svärd, C. (2015) ‘Construction of silence on issues of sustainability through branding in the fashion market’, Journal of Marketing Management, 31(May 2015), pp. 219–246. doi: 10.1080/0267257X.2014.977331.

SOMAN DilipSoman, D. (2003) ‘The Effect of Payment Transparency on Consumption: Quasi-Experiments from the Field’, Marketing Letters, 143(2001), pp. 173–183.

Marks and Spencer (no date) TRANSFORMATION UNDERWAY. Available at: https://corporate.marksandspencer.com/annual-report-2018/mands\_plan\_a\_2018.pdf (Accessed: 20 February 2019).

Steffel, M., Williams, E. F. and Pogacar, R. (2016) ‘Ethically Deployed Defaults: Transparency and Consumer Protection through Disclosure and Preference Articulation’, Journal of Marketing Research, 53(5), pp. 865–880. doi: 10.1509/jmr.14.0421.

Sterman, J. D. (2018) ‘System dynamics at sixty: the path forward The challenge’, Dyn. Rev, 34, pp. 5–47. doi: 10.1002/sdr.1601.

Stone, G. D. (2011) ‘Field versus Farm in Warangal: Bt Cotton, Higher Yields, and Larger Questions’, World Development, 39(3), pp. 387–398. doi: 10.1016/j.worlddev.2010.09.008.

Stutzman, F., Gross, R. and Acquisti, A. (2011) ‘Silent listeners’, (2), p. 359. doi: 10.1145/1958824.1958880.

Svensson, G. (2009) ‘The transparency of SCM ethics: Conceptual framework and empirical illustrations’, Supply Chain Management, 14(4), pp. 259–269. doi: 10.1108/13598540910970090.

The Indian farmers falling prey to pesticide - BBC News (2017) BBC News. Available at: https://www.bbc.co.uk/news/world-asia-india-41510730 (Accessed: 22 February 2019).

Thomas, N. J. R. (2018) ‘Sustainability marketing. The need for a realistic whole systems approach’, Journal of Marketing Management, pp. 1–27. doi: 10.1080/0267257X.2018.1547782.

Time for Transparency The case of the Tamil Nadu textile and garment industry Ongoing labour rights violations in Tamil Nadu (no date). Available at: https://www.somo.nl/wp-content/uploads/2013/03/Time-for-Transparency.pdf (Accessed: 22 February 2019).

Urban, G. L. (2005) ‘Customer Advocacy: A New Era in Marketing?’, Journal of Public Policy & Marketing, 24(1), pp. 155–159. doi: 10.1509/jppm.24.1.155.63887.

Vaccaro, A. and Madsen, P. (2009) ‘Corporate dynamic transparency: The new ICT-driven ethics?’, Ethics and Information Technology, 11(2), pp. 113–122. doi: 10.1007/s10676-009-9190-1.

Walker, K. L. (2015) ‘Surrendering Information through the Looking Glass: Transparency, Trust, and Protection’, Journal of Public Policy & Marketing, 35(1), pp. 144–158. doi: 10.1509/jppm.15.020.

Walker, K. L. (2016) ‘Surrendering Information through the Looking Glass: Transparency, Trust, and Protection’, Journal of Public Policy & Marketing. SAGE PublicationsSage CA: Los Angeles, CA, 35(1), pp. 144–158. doi: 10.1509/jppm.15.020.

Williams, C. C. (2005) ‘Trust diffusion: The effect of interpersonal trust on structure, function, and organizational transparency’, Business and Society, 44(3), pp. 357–368. doi: 10.1177/0007650305275299.

Wojdynski, B. W., Evans, N. J. and Hoy, M. G. (2018) ‘Measuring Sponsorship Transparency in the Age of Native Advertising’, Journal of Consumer Affairs, 52(1), pp. 115–137. doi: 10.1111/joca.12144.

Zhou, Z. Z. and Zhu, K. X. (2010) ‘The Effects of Information Transparency on Suppliers, Manufacturers, and Consumers in Online Markets’, Marketing Science, 29(6), pp. 1125–1137. doi: 10.1287/mksc.1100.0585.