

A STUDY OF THE GREEN CATERING MANAGEMENT STRATEGY AND CORPORATE SOCIAL RESPONSIBILITY IN TAIWAN

Hsiang-Ting Su, College of Marine Commerce, National Kaohsiung University of Science and Technology, 142, Hai-Zhuan Road, Nan-Zi District, Kaohsiung, Taiwan 811213, 886-7-3617141, ssu331@gmail.com

Shu-Chen Wang, CEO of Rice Revolution Vegetarian Restaurant, 9, Hen-Yang Road, Zhong-Zheng District, Taipei, Taiwan 100, 886-2-2331-9662, peace.a0201@gmail.com

Yi-Wen Lee, College of Health Care and Management, Chung Shan Medical University, 110, Section 1, Jian-Guo South Road, South District, Taichung, Taiwan 40201, 886-4-2473-0022, wendylee16886@gmail.com

ABSTRACT

Corporate ethics focuses on the individual decision-making and activities of employees, while corporate social responsibility (CSR) is the moral behavior expressed at the corporate quality. Consumers have more diversified catering choices, green catering pays more attention to social responsibility when operating, competitive of enterprises, but also integrating social factors, environmental protection, resource conservation, respecting the interests, health of consumers' meals, and the quality of service is also improved customers values. This case study analyzes and cooperates with smallholder farmers to promote CSR from new thinking from table to origin, staff selection, and training to enhance competitive advantage and performance.

Keywords: corporate social responsibility 、 green catering 、 environmental protection 、 resource conservation 、 competitive advantage