

Nike Child Labor Solution

Nike Child Labor Solution - Nike and child labour – how it went from laggard to leader. But by the 1990s, the world was changing. Economic deregulation was leading to a huge increase in the globalisation of the economy, and as the scale of global corporate activity was ramping up, the negative consequences were becoming highly visible. A version of this article appears in print on May 13, 1998, on Page D00001 of the National edition with the headline: INTERNATIONAL BUSINESS; Nike Pledges to End Child Labor And Apply U.S. Rules ...How Nike Solved Its Sweatshop Problem. After prices rose and labor organized in Korea and Taiwan, Nike begins to urge contractors to move to Indonesia, China, and Vietnam. 1991: Problems start in 1991 when activist Jeff Ballinger publishes a report documenting low wages and poor working conditions in Indonesia. Nike Strives to Overcome Sweatshop Abuse. Although Nike has established itself as a leading athletic brand and even as an endearing icon of American athleticism, it was not too long ago that the company was publicly scorned for its shameful use of child labor. Since its heyday, Nike had secured its success in part by an efficient,...