

Fostering Economic Bottom Line through Social Sustainability (Industrial Safety): The case of a mining company

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Purpose – This paper investigates how unintentional strategies aimed at improving the negative consequences of a social parameter (industrial safety) have impacted the economic bottom line of a mining company in an emerging economy.

Design/methodology/approach – Case study approach was followed in this study as it provides in depth understanding on complex social phenomena. Data collection was mainly relied on structured and semi-structured interviews, on-site assessments and documentation review. Steps were taken appropriately to improve the trustworthiness by applying methodological triangulation. Data were analyzed thematically using domino's theory and its subsequent developments.

Findings – The study finds that the strategies to improve industrial safety have initially reduced the industrial accidents and resulted in improved productivity supporting the complementary nature of social side of sustainability and economic performance.

Research limitations/implications – Since this study was based on a single case it limits generalization to other companies.

Originality/value – Application of domino theory is limited in sustainability management literature. This paper attempts to extend the accident causation models by relating it to economic perspective in mining industries in developing countries.

Keywords: Domino Theory, Industrial safety, Mining industry, Social sustainability, Sustainable strategies.

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