



The Dilemma of Child Labor: A Case of Pakistan's Football Manufacturing Industry Sialkot

Hadi Hassan Khan¹, Bilal Sarwar², Noor Muhammad², S.M. Nabeel Ul Haq³, Rukia Magsi²

¹School of Management, Asian Institute of Technology, Thailand

²Department of Management Sciences, BUIITEMS, Quetta, Pakistan

³Department of Economics, BUIITEMS, Quetta, Pakistan

Corresponding Email: 111607@alumni.ait.asia

Abstract—Child labor and corporate social responsibility is the most concentrated phenomenon in the globalization era. The study was conducted to explore the phenomenon of the child labor dilemma in the Sialkot sports industry in Pakistan. It is exclusively emphasis how child labor and socially responsible companies affect the sports industry. the data was collected through unstructured interviews from directors, corporate managers, male, and female stitchers working in the industry. The findings recommended that child labor negatively affects the Sialkot sports industry performance in international brands. Most brands especially Nike, and Saga Sports, and the overall development of the industry decreasing employment rates. Furthermore, the findings also reveal that the lack of implementation of conventional CSR practices destroyed many families. With the lack of proper governance, the industry growth is decreasing, and the export of Pakistan also decreases.

Keywords— Child Labor, Corporate Social Responsibility (CSR), Dilemma, Sports Industry