Assessing the impact of green supply chains on competitiveness and economic performance: context of a developing country

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Abstract

Purpose

This aim of this study is to identify the link between green supply chain management initiatives and increased competiveness and economic performance in the context of Pakistani industrial sector.

Design/methodology/approach

A theoretical model was developed for this purpose by reviewing the relevant literature. Then, a questionnaire was mailed to manufacturing companies in Pakistan. The data collected was analyzed using partial least squares structural equation modeling.

Findings

The results of this study show that greening of the inbound and production function leads to competitiveness and economic performance. However, the relationship between the outbound function and increased competiveness and economic performance is not significant. Future research could include an empirical assessment using a larger sample covering a wide geographical area.

Significance of the study

This study provides an empirical evaluation using a sample of Pakistani companies.

CONTENTS

1. Introduction

A major concern of managers around the world is to achieve long term competitive edge over others (Tang, 2017).Since environmental degradation has been going on at a fast pace, there is an increasing trend towards the realization of the significance of GSCM. There are numerous causes for this environmental degradation; however, the prime reason is the human activity. There are other factors that lead to the deterioration of the environment, for instance waste and emissions caused by the supply chain and it develops issues like global warming and acid rain (Ninlawan, 2010).

Rao and Holt (2005) have found link between greening the three phases of supply chain (namely inbound, production, outbound) and its effect on competitiveness through factors such as efficiency, productivity, quality etc.