

**Impact of green supply chain management practices on
corporate image**



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Submitted by

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ABSTRACT

The research was conducted to analyze and evaluate the impact of the green supply chain management on the corporate image. The data collection utilized quantitative methods in which the self administered questionnaires were used to collect the data by utilizing both the interactive and non interactive tools of data collection. The sample size was 120 companies from the manufacturing sector and all the companies were listed on Lahore Stock Exchange and belonged to manufacturing sector. Before preceding the research the pilot study was conducted. The data was analyzed by using the deductive research design and the methodology being followed in this research was quantitative, which utilized both the primary and secondary data. The study determines that the corporate brand image developed by the green supply chain management is affected by the green purchasing, the customer cooperation, Eco Design, internal environment management and investment recovery extent. .

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1- Introduction

The term Green supply chain management refers to the integration and implementation of the environmental impact into the supply chain management. This not only includes resource arrangement, merchandise strategy and the manufacturing process being selected but also the delivery of the final products to the customers (2014). According to the findings from the study of Sarkis (2012), the integration of supply chain management and environmental issues has become a most important subfield of study over the past two decades.