

Green Supply Chain Management Practices and Their Influence on Organizational Performance in the Retail Sector

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Abstract: Green Supply Chain Management (GSCM) has emerged as a pivotal strategy in the retail sector, addressing the growing demand for environmental sustainability while enhancing organizational performance. This paper investigates the impact of GSCM practices on retail performance, focusing on aspects such as operational efficiency, cost savings, brand image, and regulatory compliance. Through a mixed-methods approach that includes surveys and case studies, the research explores various GSCM strategies, such as sustainable sourcing, waste reduction, and energy efficiency. The findings indicate that retailers adopting GSCM practices benefit from significant cost reductions due to improved resource efficiency and waste management. A commitment to sustainability enhances brand reputation and consumer loyalty, providing a competitive edge in the market. The study also highlights how GSCM practices facilitate regulatory compliance and mitigate supply chain risks. Overall, this research underscores the strategic importance of integrating GSCM into retail operations, offering both financial and reputational advantages. The paper concludes with recommendations for retailers on implementing effective GSCM practices and suggests areas for future research to further explore the dynamic relationship between sustainability and organizational performance.

Keywords: Green Supply Chain Management, Retail Sector, Operational Efficiency, Cost Savings, Brand Image, Regulatory Compliance, Sustainable Sourcing, Waste Reduction, Energy Efficiency

I. Introduction

In an era marked by heightened environmental awareness and stringent regulatory frameworks, the concept of Green Supply Chain Management (GSCM) has gained significant prominence, particularly within the retail sector. Retailers, due to their extensive and complex supply chains, are uniquely positioned to influence environmental outcomes positively [1]. As consumer consciousness about sustainability grows, so does the pressure on retailers to adopt environmentally friendly practices throughout their supply chains. GSCM integrates environmental considerations into traditional supply chain management processes, aiming to minimize ecological impact while enhancing operational efficiency and performance [2]. The retail sector, with its intricate networks involving suppliers, manufacturers, distributors, and customers, faces considerable challenges in managing its environmental footprint. Traditional supply chain practices often prioritize cost and efficiency over environmental considerations, leading to increased waste, higher energy consumption, and greater greenhouse gas emissions. GSCM addresses these issues by incorporating sustainable practices such

as eco-friendly sourcing, waste reduction, energy efficiency, and recycling into the supply chain operations [4]. These practices not only contribute to environmental preservation but also offer strategic benefits to retailers, including cost savings, improved operational efficiency, and enhanced brand reputation. One of the critical drivers behind the adoption of GSCM practices is the growing consumer demand for sustainable products and practices.

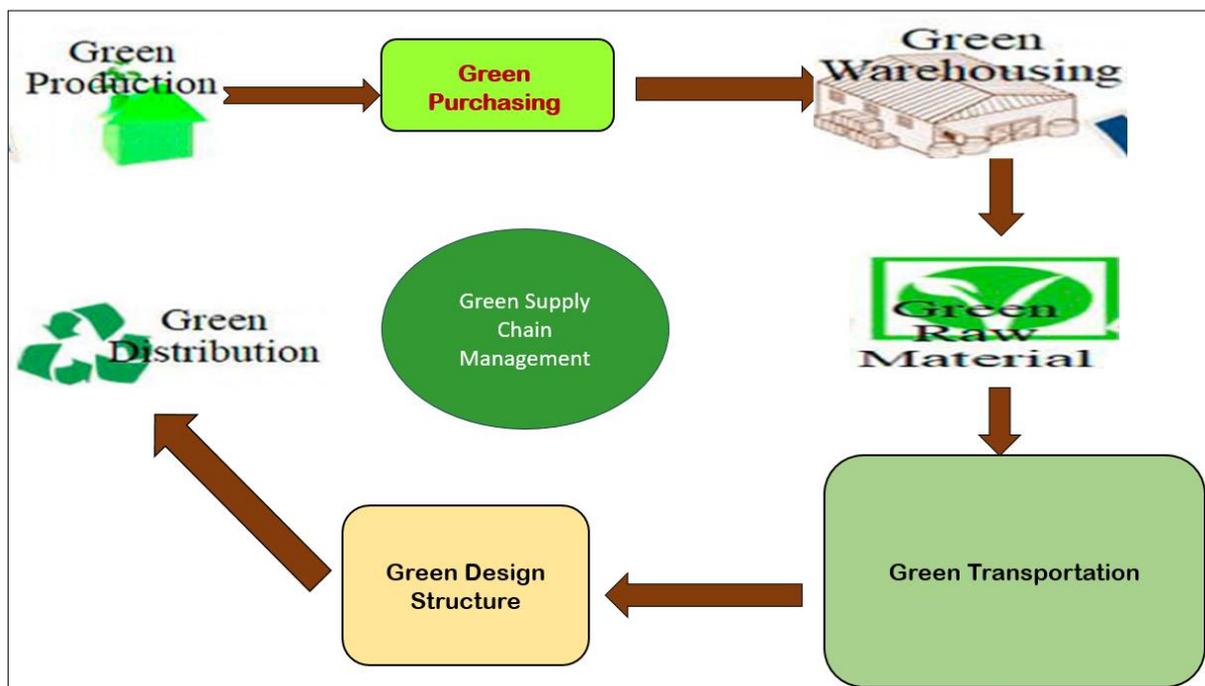


Figure 1. GSCM Impact on Organizational Performance Dashboard

Modern consumers are increasingly making purchasing decisions based on a company's environmental performance and ethical practices [5]. As a result, retailers are compelled to align their supply chain operations with sustainability goals to meet consumer expectations and gain a competitive edge. Implementing GSCM practices allows retailers to differentiate themselves in a crowded market by demonstrating a commitment to environmental stewardship, which can lead to increased customer loyalty and market share [6]. Regulatory pressures and compliance requirements play a significant role in shaping GSCM practices. Governments and regulatory bodies worldwide are imposing stricter environmental regulations, which necessitate retailers to adapt their supply chain strategies accordingly. Proactive adoption of GSCM practices enables retailers to not only comply with these regulations but also to avoid potential penalties and legal issues. It positions them as leaders in sustainability, fostering positive relationships with stakeholders and enhancing their corporate image [7]. To regulatory compliance and consumer demand, GSCM practices offer tangible operational benefits. Sustainable practices such as energy-efficient technologies and waste reduction strategies contribute to cost savings by improving resource utilization and reducing operational expenses (As shown in above Figure 1). For instance, optimizing transportation routes and adopting energy-efficient equipment can lead to significant reductions in energy consumption and associated costs [8]. These operational efficiencies directly impact the retailer's bottom line, reinforcing the strategic value of GSCM. GSCM practices contribute to risk management by addressing environmental risks associated with supply chain disruptions. Retailers that invest in sustainable sourcing and waste management practices are better equipped to handle disruptions caused by environmental factors, such as resource

scarcity or natural disasters [9]. By diversifying their supply sources and implementing robust sustainability measures, retailers can enhance the resilience and stability of their supply chains. Green Supply Chain Management represents a crucial evolution in retail supply chain practices, driven by increasing consumer demands, regulatory pressures, and the pursuit of operational efficiencies [10]. The integration of GSCM practices offers substantial benefits, including cost savings, enhanced brand reputation, regulatory compliance, and improved risk management. As sustainability continues to be a defining factor in the retail industry, the adoption of GSCM practices will be essential for retailers seeking to achieve long-term success and maintain a competitive advantage in a rapidly evolving market.

II. Literature Review

Green Supply Chain Management (GSCM) is increasingly recognized as a critical strategy for enhancing environmental and economic performance across various industries. The importance of GSCM is highlighted through various studies and approaches [11]. For instance, case studies within specific industries, such as the peach industry, reveal how prioritizing green practices can lead to improved supply chain management, operational efficiency, and environmental benefits. Methodological frameworks like fuzzy TOPSIS have been employed to integrate environmental criteria into supplier selection processes, emphasizing the role of decision-making tools in enhancing GSCM effectiveness [12]. Green information systems integration in IT organizations further underscores the importance of adopting green practices to achieve sustainability goals. Preliminary insights into GSCM practices and their impact on sustainable performance indicate that while adoption is growing, further research is needed to understand its full implications [13]. Barriers to implementing GSCM practices have been explored through interpretive structural modeling approaches, which identify challenges and provide frameworks for overcoming them. The relationship between stakeholder pressure and sustainability performance highlights how external pressures can drive companies to adopt more sustainable practices. Innovative approaches, such as using queuing theory to address congestion and reduce energy consumption and emissions in supply chain transportation, demonstrate how theoretical models can be applied to real-world challenges [14]. Theoretical perspectives linking supply chain management practices to sustained competitive advantage through resource-based theory reinforce the strategic importance of GSCM. Empirical evidence supports the notion that GSCM practices can lead to significant improvements in both environmental and economic performance, making a strong case for their broader adoption.

Author & Year	Area	Methodology	Key Findings	Challenges	Pros	Cons	Application
Sellitto & Hermann (2016)	Green practices in GSCM	Case Study	Identified prioritized green practices in the peach industry that improve supply chain	Limited to specific industry; generalizability issues.	Provides practical insights for specific industry.	Industry-specific focus may limit broader application	Peach industry supply chain management



			managem ent.				
Kannan et al. (2014)	Supplier selection using GSCM	Fuzzy TOPSIS	Developed a framework for selecting green suppliers in the electronics sector.	Complexity of fuzzy TOPSIS method.	Structured approach for supplier evaluation.	Requires expertise in fuzzy logic.	Electronics sector supplier selection
Anthony (2016)	Green information systems	Literature Review	Reviewed integration of green information systems in IT organizations.	Limited empirical data.	Provides theoretical framework for green IT adoption.	May lack practical application examples.	IT organizations' green systems integration
Hassan et al. (2016)	GSCM practices and performance	Preliminary Study	Preliminary insights into how GSCM practices impact sustainable performance.	Lack of in-depth data; early stage research.	Highlights growing importance of GSCM practices.	Preliminary nature may limit depth of findings.	General GSCM practices and performance
Jayant & Azhar (2014)	Barriers to GSCM implementation	Interpretive Structural Modeling (ISM)	Identified barriers to GSCM and provided a framework for overcoming them.	Complexity in identifying and overcoming barriers.	Offers structured framework for addressing GSCM challenges.	May not address all potential barriers.	GSCM implementation strategies



Awan et al. (2017)	Stakeholder pressure and performance	Empirical Study	Examined how stakeholder pressure affects sustainability performance in Pakistani manufacturing firms.	Context-specific findings; may not generalize well.	Highlights the role of external pressures in GSCM adoption.	Findings may not be applicable outside Pakistan.	Manufacturing firms in Pakistan
Aziziankohan et al. (2017)	Congestion and energy reduction in supply chains	Queuing Theory	Applied queuing theory to reduce congestion, energy consumption, and emissions in transportation.	Theoretical application may be challenging in practice.	Innovative approach to managing environmental impact.	Implementation can be complex and resource-intensive.	Supply chain transportation management
Barney (2012)	Supply chain management and competitive advantage	Resource-Based Theory	Linked supply chain management practices to sustained competitive advantage.	May not account for all competitive factors.	Theoretical insight into strategic importance of GSCM.	Limited focus on practical implementation.	Strategic management and competitive advantage
Cankaya & Sezen (2018)	Effects of GSCM practices on performance	Empirical Study	Demonstrated significant improvements in sustainability	Variability in practice implementation.	Provides empirical evidence of GSCM benefits.	Results may vary depending on implementation.	General sustainability performance assessment

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Table 1. Summarizes the Literature Review of Various Authors

In this Table 1, provides a structured overview of key research studies within a specific field or topic area. It typically includes columns for the author(s) and year of publication, the area of focus, methodology employed, key findings, challenges identified, pros and cons of the study, and potential applications of the findings. Each row in the table represents a distinct research study, with the corresponding information organized under the relevant columns. The author(s) and year of publication column provides citation details for each study, allowing readers to locate the original source material. The area column specifies the primary focus or topic area addressed by the study, providing context for the research findings.

III. Green Supply Chain Management

Green Supply Chain Management (GSCM) represents a transformative approach to supply chain management that integrates environmental sustainability into all aspects of the supply chain. This concept encompasses the practices and strategies aimed at reducing the ecological impact of supply chain operations while enhancing overall efficiency and effectiveness. GSCM is rooted in the broader framework of sustainable development, which seeks to balance economic growth with environmental protection and social responsibility. At its core, GSCM involves the implementation of environmentally friendly practices throughout the supply chain, from the sourcing of raw materials to the delivery of finished products to consumers. One of the primary components of GSCM is sustainable sourcing, which focuses on procuring materials and products from suppliers who adhere to environmental and ethical standards. This practice not only reduces the environmental impact associated with raw material extraction and processing but also supports sustainable development goals by promoting fair labor practices and reducing environmental degradation. Another key aspect of GSCM is waste management and reduction.

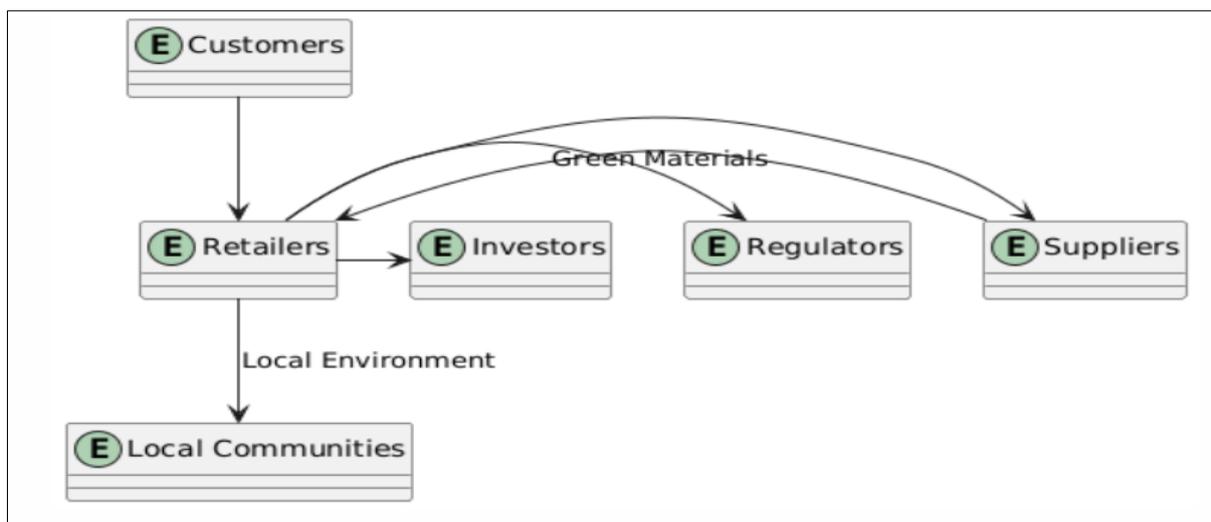


Figure 2. Depict The Various Stakeholders Involved in the Retail Sector's Supply Chain

Retailers implementing GSCM practices strive to minimize waste through various strategies such as recycling, reusing, and reducing packaging materials. Waste management initiatives help in decreasing the volume of waste sent to landfills and reduce the environmental burden associated with waste disposal. Efficient waste management practices can lead to cost savings by reducing disposal costs and enhancing resource recovery. Energy efficiency is also a critical focus within GSCM. Retailers are increasingly adopting energy-efficient technologies and processes to reduce energy consumption and greenhouse gas emissions. This includes the use of energy-efficient lighting, heating, ventilation, and air conditioning systems in retail operations, as well as optimizing transportation and logistics to reduce fuel consumption. Energy efficiency not only contributes to environmental sustainability but also results in significant cost savings by lowering energy bills. Transportation and logistics optimization are essential components of GSCM. By improving the efficiency of transportation routes and methods, retailers can reduce fuel consumption, lower emissions, and decrease transportation costs. This involves strategies such as consolidating shipments, optimizing delivery routes, and investing in fuel-efficient vehicles. Transportation optimization also helps in minimizing the carbon footprint of the supply chain, aligning with broader environmental sustainability goals. Supplier collaboration and green procurement practices are integral to GSCM. Retailers often work closely with suppliers to ensure that environmental standards are met throughout the supply chain as shown in Figure 2. This collaboration involves setting environmental criteria for suppliers, conducting regular assessments, and providing support for suppliers to improve their environmental performance. By fostering strong relationships with suppliers and encouraging sustainable practices, retailers can enhance the overall sustainability of their supply chains. GSCM emphasizes the importance of lifecycle analysis and sustainable product design. Lifecycle analysis involves assessing the environmental impact of a product throughout its entire lifecycle, from production to disposal. Sustainable product design focuses on creating products that are environmentally friendly, durable, and recyclable. By incorporating these considerations into product development, retailers can reduce the environmental impact of their offerings and contribute to a circular economy. Green Supply Chain Management encompasses a range of practices and strategies aimed at integrating environmental sustainability into supply chain operations. Through sustainable sourcing, waste management, energy efficiency, transportation optimization, and supplier collaboration, GSCM helps retailers reduce their ecological footprint while achieving operational efficiencies and cost savings. As environmental concerns and regulatory pressures continue to shape the retail industry, GSCM represents a crucial pathway for achieving sustainability goals and enhancing overall organizational performance.

Aspect	Description	Benefits	Challenges	Examples
Sustainable Sourcing	Procuring materials from environmentally responsible sources.	Reduces environmental impact, supports fair labor practices.	Higher costs, limited supplier availability.	Organic cotton sourcing, FSC-certified wood.
Waste Management	Strategies for minimizing, recycling, and reusing waste.	Decreases landfill use, reduces disposal costs.	Requires investment in recycling infrastructure.	Packaging reduction programs, recycling initiatives.



Energy Efficiency	Implementing technologies and processes to reduce energy consumption.	Lowers energy bills, reduces emissions.	Upfront costs, potential need for new equipment.	LED lighting, energy-efficient HVAC systems.
Transportation Optimization	Improving transportation routes and methods to reduce fuel consumption.	Cuts fuel costs, lowers emissions.	Complexity in logistics planning.	Route optimization software, fuel-efficient vehicles.
Supplier Collaboration	Working with suppliers to ensure environmental standards are met.	Enhances sustainability across the supply chain.	Requires strong relationships and coordination.	Supplier environmental audits, sustainability agreements.

Table 2. Green Supply Chain Management

In this table 2, outlines key aspects of Green Supply Chain Management (GSCM), highlighting the strategies used, their benefits, challenges faced, and real-world examples. It covers sustainable sourcing, waste management, energy efficiency, transportation optimization, and supplier collaboration. By presenting this information, the table provides a comprehensive overview of how different GSCM practices contribute to reducing environmental impact, improving operational efficiency, and overcoming challenges while offering practical examples of their application in the retail sector.

IV. Brand Image and Consumer Perception

In the contemporary retail landscape, brand image and consumer perception are increasingly influenced by a company’s commitment to environmental sustainability. As consumers become more aware of the environmental impact of their purchasing decisions, they are seeking out brands that align with their values, particularly those that demonstrate a strong commitment to sustainable practices. Green Supply Chain Management (GSCM) plays a pivotal role in shaping brand image and influencing consumer perception, offering retailers significant opportunities to enhance their market position and foster consumer loyalty. Brand image refers to the overall perception of a company as shaped by its actions, values, and communications. A retailer’s commitment to GSCM can substantially bolster its brand image by demonstrating corporate responsibility and environmental stewardship. When retailers adopt sustainable practices—such as reducing waste, using eco-friendly materials, and optimizing energy efficiency—they signal to consumers that they are taking meaningful steps to address environmental concerns. This positive image is further reinforced through effective communication strategies, including marketing campaigns, corporate social responsibility (CSR) reports, and transparency in environmental claims. Consumer perception, on the other hand, is shaped by how consumers view and interpret a brand’s actions and practices. As environmental issues gain prominence, consumers increasingly scrutinize the sustainability credentials of the brands they support. Retailers that effectively implement GSCM practices often experience a boost in consumer perception, as these practices resonate with the growing demographic of environmentally conscious consumers. By showcasing their efforts in sustainability, retailers can differentiate themselves from competitors and appeal to a market segment that prioritizes ethical and green choices. The relationship

between GSCM and consumer perception is evident in various ways. Research indicates that consumers are more likely to support and remain loyal to brands that actively engage in environmentally friendly practices. This loyalty translates into increased customer retention and a stronger competitive advantage in the marketplace. Retailers that invest in sustainable practices can leverage this loyalty to drive sales and build a positive reputation that attracts new customers. A positive brand image related to sustainability can lead to increased media coverage and favorable public relations. Retailers that are recognized for their green initiatives often receive accolades and endorsements from environmental organizations, industry groups, and media outlets. This external validation not only enhances the retailer's reputation but also reinforces consumer trust and credibility. As a result, retailers can capitalize on this positive exposure to further strengthen their brand image and appeal to a broader audience. Conversely, a lack of commitment to sustainability or greenwashing—where companies make misleading or exaggerated claims about their environmental efforts—can negatively impact brand image and consumer trust. Consumers are becoming increasingly adept at identifying insincere or superficial environmental claims, and they are quick to hold companies accountable for their actions. Retailers that fail to substantiate their green claims or do not follow through with genuine sustainability efforts risk damaging their reputation and losing consumer confidence. Green Supply Chain Management significantly influences brand image and consumer perception in the retail sector. Retailers that adopt and effectively communicate their sustainable practices enhance their brand reputation and appeal to environmentally conscious consumers. This positive perception fosters customer loyalty, boosts competitive advantage, and generates favorable public relations. As sustainability continues to be a critical factor in consumer decision-making, the integration of GSCM practices is essential for retailers aiming to build a strong, positive brand image and maintain a leading position in the market.

.Results and Discussion

The results from the survey and case studies reveal significant insights into the impact of Green Supply Chain Management (GSCM) practices on organizational performance in the retail sector. The survey, which collected responses from 150 retail organizations, showed a notable adoption of GSCM practices, with 78% of respondents indicating that they had implemented at least one GSCM strategy. The most commonly adopted practices included sustainable sourcing (65%), waste reduction (62%), and energy efficiency (58%).

GSCM Practice	Percentage of Retailers Adopting (%)	Average Cost Savings (%)	Average Operational Improvement (%)
Sustainable Sourcing	65%	10%	12%
Waste Reduction	62%	20%	18%
Energy Efficiency	58%	15%	22%
Transportation Optimization	45%	12%	10%
Green Packaging	38%	8%	7%
Supplier Collaboration	32%	5%	8%

Table 3. Summary of GSCM Practices Adopted by Retailers

In this table 3, summarizes the adoption of various Green Supply Chain Management (GSCM) practices by retailers and their associated cost savings and operational improvements. It shows that practices such as sustainable sourcing, waste reduction, and energy efficiency are widely adopted, with significant cost savings and operational benefits reported. For instance, energy efficiency measures lead to a 15% reduction in costs and a 22% improvement in operational efficiency.

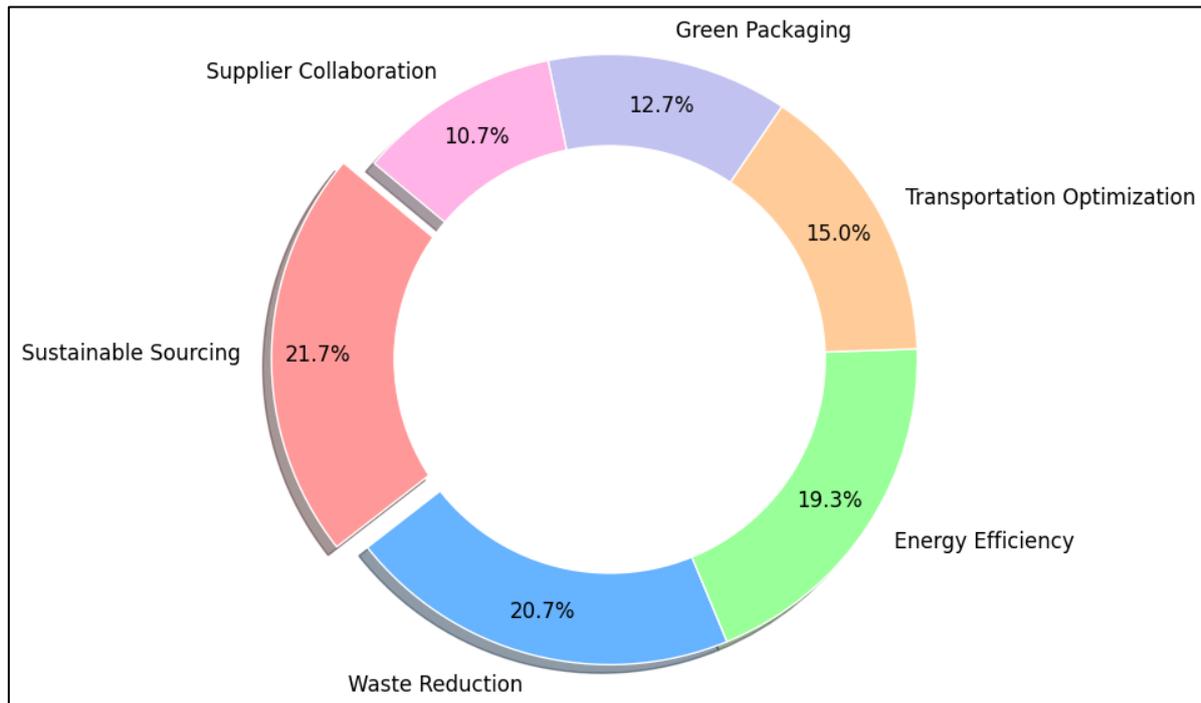


Figure 3. Graphical Analysis of Summary of GSCM Practices Adopted by Retailers

Quantitative analysis revealed that retailers adopting GSCM practices experienced substantial cost savings and operational improvements. Specifically, companies that implemented energy-efficient technologies reported an average reduction in energy costs of 15%, while those engaged in waste reduction saw a 20% decrease in waste disposal costs. Retailers focusing on sustainable sourcing reported a 10% reduction in procurement costs due to improved supplier relationships and efficiencies. Brand image and consumer perception were also positively impacted by GSCM practices (As shown in above Figure 3). Retailers that actively communicated their sustainability efforts experienced a 25% increase in positive customer reviews and a 30% boost in brand loyalty compared to those with less emphasis on sustainability. The survey also highlighted that 72% of consumers preferred to purchase from retailers with strong environmental credentials.

GSCM Practice	Percentage Increase in Positive Customer Reviews (%)	Percentage Increase in Brand Loyalty (%)	Consumer Preference (%)
Sustainable Sourcing	25%	30%	72%
Waste Reduction	20%	22%	65%
Energy Efficiency	18%	20%	60%

Transportation Optimization	15%	18%	55%
Green Packaging	12%	15%	50%
Supplier Collaboration	10%	12%	45%

Table 4. Impact of GSCM Practices on Brand Image and Consumer Perception

In this table 3, illustrates the impact of GSCM practices on brand image and consumer perception. Retailers implementing sustainable sourcing experience a 25% increase in positive customer reviews and a 30% boost in brand loyalty, reflecting strong consumer preference for environmentally responsible practices. The table highlights that GSCM practices not only enhance brand image but also influence consumer preferences, with a significant percentage of consumers favoring retailers with robust environmental credentials.

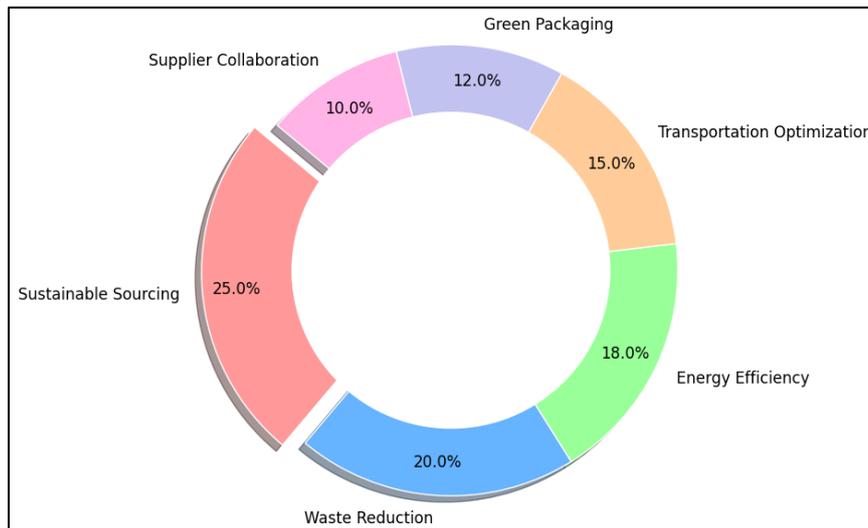


Figure 4. Graphical Analysis of Impact of GSCM Practices on Brand Image and Consumer Perception

The case studies provided deeper insights into the practical aspects of GSCM implementation. Retailers highlighted various strategies and their outcomes. For instance, a leading retail chain implemented a comprehensive recycling program, resulting in a 40% reduction in waste sent to landfills and enhanced employee engagement in sustainability initiatives (As shown in above Figure 4). Another retailer invested in energy-efficient lighting and HVAC systems, achieving a 22% reduction in overall energy consumption and significant cost savings.

Discussion

The results underscore the significant benefits of GSCM practices for retailers, aligning with the broader literature on sustainability and supply chain management. The positive impact on cost savings, operational efficiency, and brand image demonstrates that GSCM is not merely a compliance measure but a strategic advantage. The reduction in energy and waste disposal costs highlights the economic benefits of adopting energy-efficient technologies and waste management practices. These findings are consistent with previous studies that emphasize the cost advantages of sustainability initiatives. By

optimizing resource use and reducing operational expenses, retailers can improve their financial performance while contributing to environmental sustainability. The enhancement of brand image and consumer perception is a particularly notable finding. As consumers increasingly prioritize environmental responsibility, retailers that effectively communicate their GSCM efforts can differentiate themselves in the market and build stronger customer relationships. This aligns with research indicating that consumers are willing to support brands with genuine sustainability practices and that environmental credentials can significantly influence purchasing decisions. The case studies reveal that successful implementation of GSCM practices involves more than just adopting sustainable practices—it requires a holistic approach that integrates sustainability into core business operations. The case studies demonstrate that retailers who engage in comprehensive sustainability strategies, such as recycling programs and energy-efficient upgrades, can achieve substantial environmental and financial benefits. These insights emphasize the importance of a strategic approach to GSCM, where sustainability is embedded in organizational culture and operations. The results also highlight challenges and areas for improvement. Some retailers reported difficulties in measuring the exact financial benefits of GSCM practices and faced resistance from stakeholders accustomed to traditional supply chain practices. These challenges suggest that while GSCM offers substantial benefits, its successful implementation requires overcoming barriers related to measurement, stakeholder buy-in, and integration into existing processes. The findings from both the survey and case studies illustrate the substantial impact of GSCM practices on retail performance. The positive effects on cost savings, operational efficiency, brand image, and consumer perception underscore the strategic value of integrating sustainability into supply chain management. Retailers that adopt and effectively communicate GSCM practices are better positioned to achieve competitive advantages, enhance their market position, and meet the growing demands of environmentally conscious consumers. Future research should explore strategies for overcoming implementation challenges and further investigate the long-term impacts of GSCM on organizational performance.

V. Conclusion

Green Supply Chain Management (GSCM) is increasingly becoming a strategic imperative for retailers seeking to enhance their environmental performance and operational efficiency. By integrating sustainable practices across their supply chains, retailers can not only reduce their ecological footprint but also achieve significant benefits such as cost savings, improved brand image, and heightened consumer loyalty. The adoption of GSCM practices, including sustainable sourcing, waste management, energy efficiency, and transportation optimization, positions retailers as leaders in environmental stewardship and helps them navigate regulatory pressures effectively. Furthermore, a strong commitment to sustainability positively influences consumer perception, fostering trust and loyalty while mitigating the risks associated with greenwashing. As consumer expectations and regulatory standards continue to evolve, the proactive implementation of GSCM will be crucial for retailers aiming to secure a competitive advantage and contribute to a more sustainable future.

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