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Abstract

Purpose

The aim of this paper is to conceptualise a structural model of natural resource based green supply chain management (GSCM), and its relationship, with an indication of cause and effect, to relevant performance measures and drivers.

Design/methodology/approach

The literature, describing GSCM from a natural resource based view (NRBV), along with performance measures and institutional drivers, is critically evaluated and used to develop the model.

Findings

Constructs are identified in terms of intra- and inter-organisational environmental practices, performance measures and institutional drivers. Causal relationships, within and between the constructs, are also proposed in the form of hypotheses.

Research limitations/implications

At this stage the model is purely conceptual and the causal relationships are only proposed. Empirical tests of the model and hypotheses are required.

Practical implications

On empirical verification, this work can furnish managers with validated measurement scales to evaluate their strengths and weaknesses in their GSCM implementation and determine how firms can successfully implement GSCM to promote sustainable industrial development.

Originality/value

GSCM from within the NRBV perspective, and incorporating performance measures and institutional drivers, has yet to be comprehensively synthesised in a coherent model. This conceptual work is the first step in that direction.

Keywords

Natural resource based view

Green supply chain management

Intra-organizational environmental practices

Inter-organizational environmental practices

Performance measures

Institutional drivers

Structural models

Institutional theory

Environmental management

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Green Supply Chain Management (GSCM) has managed to seize the raising interest among practitioners and researchers of operations and supply chain management. GSCM covers all stages of a product's life cycle from the planning, production, and distribution phases to the use of goods by the end users and its disposal at the end of product's life cycle. GSCM = Green purchasing + Green manufacturing/materials management + Green Distribution / Marketing + Reverse logistics. Customers are increasingly becoming conscious of green practices adopted by various organizations in India. So, organizations need to focus on the optimal employment of resources and energy for creating environmentally sound supply chains. Green Supply Chain Management; Critical Research and Practices. L. K. Toke Department of Mechanical Engineering Shri Sant Gadge Baba College of Engineering and Technology ZTC, Bhusawal, Maharashtra - 425201 India. Green supply chain policies are desirable since reactive regulatory, to proactive strategic and competitive advantages. The novelty of this topic makes it difficult to truly determine contradictory and conflicting issues that could be considered true "debates". The structure of the presentation was based on four major functions that could be considered as drivers within the green supply chain. These functions included purchasing and in-bound logistics, production, distribution and out-bound logistics, and reverse logistics. Green supply chain management (GSCM) is the act of integrating environmental sustainability practices into supply chain management. It involves taking steps to lessen a company's impact on the environment at every level of the supply chain, including product design, material sourcing, manufacturing, and final product delivery. Why Do Companies Implement Green Supply Chains? While the basic ideology behind GSCM is to enhance environmental sustainability, many firms have also adopted this concept as a marketing technique. In doing so, they can appeal to a broader base of clients; thus, leading to improved sales and increased exports to pro-environmental countries. Some companies have even reported a link between sustainable practices and financial gains.