

ANALYZING THE MOTIVATORS TO INITIATE GREEN SUPPLY CHAIN PRACTICES: CASE OF SMALL MEDIUM ENTER-PRISES IN KARACHI, PAKISTAN

BY

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Abstract

Purpose: The purpose of this research is to analyze the motivators to initiate green supply chain practices considering small medium enterprises in Karachi. This can be done by evaluating the effect of (Buyer/ Sc Influence, Competitive advantage, Corporate Social Responsibility, Government Regulations, Internal Readiness) on willingness to participate in GSC initiatives.

Design/Methodology/Approach: The base of our research is deductive method, For the analysis purpose the quantitative approach is used to collect data for measurements and our target population is SME's Karachi (Pakistan). We collect 292 responses via E-mail, WhatsApp & LinkedIn.

Findings: By analyzing the motivators our research found that Government Regulations, Internal Readiness & Competitive Advantage have a strong and positive relation for willingness to participate in GSC initiatives, while the relation of the other two motivators (Buyer/ Sc Influence & Corporate Social Responsibility) with willingness to participate in GSC initiatives was found to be insignificant. These positive relations help the firms to establish the GSCM.

Limitations: This study focuses only on SME's industry of Karachi the topic of GSC is new entrant in the market so the lack of previous research cause limitations.

Keywords: Motivators, Green Supply Chain, Initiatives, Small Medium Enterprises

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