

**IMPACT OF GREEN SUPPLY CHAIN
PRACTICES ON COMPETITIVE ADVANTAGE
WITH MEDIATING ROLE OF GREEN
INNOVATION
AN EMPIRICAL STUDY FROM PAKISTAN
MANUFACTURING INDUSTRY**



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EXORDIUM

In the name of Allah, the Compassionate, the Merciful.

Praise be to Allah, Lord of Creation,

The Compassionate, the Merciful,

King of Judgment-day!

You alone we worship, and to You alone we pray for help,

Guide us to the straight path

The path of those who You have favored,

Not of those who have incurred Your wrath,

Nor of those who have gone astray

DEDICATION

I would like to dedicate my work to my Father Muhammad Tariq, my beloved Mother Nasreen Fatima and my Husband Ammar Zafar for their endless love, support, encouragement and guidance.

They are the reason for all the success and achievements of my life.

To my Father, who always stood by me when things looked bleak and who has inspired me to hold tight to my position, no matter how complicated it gets. I can never payback for the sacrifices he made for me and the whole family.

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TABLE OF CONTENTS

Abstract.....	xi
1. Introduction.....	1
1.1. Background of Study.....	1
1.2. Research Gap.....	5
1.3. Problem Statement	6
1.4. Research Questions	7
1.5. Research Objectives	7
1.6. Significance of Study	8
1.7. Definition of Variables.....	10
1.8. Structure of Remaining Thesis.....	10
2. Literature Review	12
2.1. Green supply Chain Management.....	12
2.2. Internal Environmental Management.....	14
2.3. Green Purchasing	16
2.4. Customer Environmental Cooperation.....	17
2.5. Reverse Logistics	18
2.6. Green Innovation.....	20
2.7. Competitive Advantage.....	21
2.8. Underlying Theory	24
2.8.1. Natural Resource Based View	24
2.9. Research Framework.....	25
2.9.1. Hypothesis:	26
3. Research Methodology	27
3.1. Research Design.....	27

3.2.	Research Approach:	27
3.3.	Population Frame	28
3.4.	Sampling Technique.....	28
3.5.	Unit of Analysis	28
3.6.	Instrument Development	29
3.7.	Items	29
3.8.	Proposed Data Collection Procedure.....	30
3.9.	Time Horizon	30
3.10.	Proposed Data Analysis Technique.....	30
3.11.	Pilot Testing.....	31
3.12.	Reliability analysis of pilot data	32
4.	Analysis and Results	34
4.1.	Frequency Distribution of Industries.....	34
4.2.	Frequency Distribution of Demographics	35
4.2.1.	Gender.....	36
4.2.2.	Age:.....	37
4.2.3.	Education:	38
4.2.4.	Experience:	38
4.3.	Descriptive Statistics	39
4.4.	Reliability analysis of the main survey	41
4.5.	Common method bias.....	42
4.6.	Correlation analysis.....	43
4.7.	Multicollinearity.....	46
4.8.	Regression Analysis:	46
4.8.1.	Linear regression between independent variable and mediating variable	47

4.8.2.	Linear regression between independent variable and dependent variable:.....	49
4.8.3.	Linear regression between mediating variable and dependent variable	51
4.9.	Multiple Regression	52
4.10.	Mediation Analysis:.....	53
4.11.	Preacher and Hayes (2008) multiple mediation:	53
4.11.1.	Mediation of green innovation between internal environmental management and competitive advantage	54
4.11.2.	Mediation of green innovation between Green purchasing and competitive advantage	55
4.11.3.	Mediation of green innovation between Customer environmental management and competitive advantage	58
4.11.4.	Mediation of green innovation between Reverse logistics and competitive advantage	60
5.	Discussion and Conclusion:	62
5.1.	Discussion:	62
5.2.	Internal Environmental Management and Green Innovation.....	62
5.3.	Green Purchasing and Green Innovation:	63
5.4.	Customer Environmental management and Green Innovation:	64
5.5.	Reverse logistics and Green Innovation.....	64
5.6.	Internal environmental Management and Competitive advantage.....	65
5.7.	Green Purchasing and Competitive advantage.....	66
5.8.	Customer Environmental Cooperation and Competitive advantage	66
5.9.	Reverse logistics and Competitive advantage.....	67
5.10.	Mediation Relationship of Green innovation between Green supply chain management and competitive advantage.....	68
5.11.	Green Innovation and Competitive advantage	68

5.12.	Implication of research	69
5.12.1.	Managerial implication of research.....	69
5.12.2.	Theoretical implication of research.....	70
5.12.3.	Limitations and Conclusion	70
5.12.4.	Recommendation for Future research	71
5.13.	Contribution of Research.....	71
5.13.1.	Scientific contribution of Research.....	71
5.13.2.	Industrial Contribution	72
5.13.3.	For Society	72
5.13.4.	For Bahria University	72
6.	References.....	73
7.	Questionnaire	79

LIST OF FIGURES

Figure 1.1: GSCM Focal Points.....	5
Figure 1.2: Adverse Impact on Environment at Each Phase within Supply Chain	9
Figure 2.1: Theoretical Framework	25
Figure 4.1: Mediation of GI between IEM and CA	54
Figure 4.2: Mediation of GI between GP and CA	56
Figure 4.3: Mediation of GI between CEC and CA.....	58
Figure 4.4: Mediation of GI between RL and CA.....	57

LIST OF TABLES

Table 1 1: List of Variables	10
Table 2. 1: Green supply chain practices investigated in previous literature	14
Table 2. 2: Summary of Literature Review	23
Table 3. 1: Table of items	29
Table 3. 2: Summary of Research Methodology	31
Table 3. 3: Regression analysis of Pilot testing	32
Table 4. 1: Summary of Manufacturing Industries.....	35
Table 4. 2: Statistics.....	36
Table 4. 3: Age.....	37
Table 4. 4: Education	38
Table 4. 5: Experience	39
Table 4. 6: Descriptive Statistics	40
Table 4. 7:: Reliability analysis of Survey.....	41
Table 4. 8: Total Variance Explained	43
Table 4. 9: Correlation Analysis.....	44
Table 4. 10: Multicollinearity Analysis	46
Table 4. 11: Linear regression between Independent variable and mediating variable.....	47
Table 4. 12: Linear regression between Independent variable and Dependent variable	49
Table 4. 13: Linear Regression between Mediating variable and Dependent variable	51
Table 4. 14: Total Direct and Indirect Relationship of Internal Environmental Management on Competitive Advantage	55
Table 4. 15: Total Direct and Indirect Relationship of Green purchasing On Competitive Advantage	56
Table 4. 16: Total Direct and Indirect Relationship of Customer environmental cooperation On Competitive Advantage	59
Table 4. 17: Total Direct and Indirect Relationship of Reverse logistics On Competitive Advantage.....	61

TABLE OF ACRONYMS:

crf. / cf.	cross reference
et al.	et alii
etc.	et cetera
e.g.	exempli gratia
i.e.	id est
f.	following page
ff.	following pages
p.	page
pp.	multiple pages
v.	volume and issue number
RQ	Research question
RO	Research objective
SCM	Supply chain management
GSCM	Green supply chain management
GP	Green purchasing
IEM	Internal environmental management
CEC	Customer environmental cooperation
RL	Reverse logistics
RBV	Resource based view
NRBV	Natural resource based view
VIRO	Valuable, hard to imitate, rare and organized

Abstract

The emerging environmental challenges and awareness of public, as well as the implementation of governmental regulations, have forced organizations to incorporate environmental practices such as green innovation and green supply chain management (GSCM). Accordingly, both practices are crucial for firms to withstand in dynamic environment by gaining competitive advantage. However, research on relationship of green supply chain management, competitive advantage and green innovation is relatively rare in context of Pakistan. Therefore, this study is aimed to provide empirical evidence showing that green innovation and GSCM practices significantly enhance competitive advantage of manufacturing organizations which further encourage organizations to implement these practices. The total of 270 questionnaires were distributed among supply chain managers, procurement managers and supply chain employees in manufacturing organizations located in Islamabad and Rawalpindi, out of which 243 responses were collected back. By means of SPSS-23 the study analyzed 243 responses. The results revealed that there is a significant and positive relationship between GSCM, green innovation, and competitive advantage ($p < 0.05$). Furthermore, green innovation had a mediating relationship between GSCM and competitive advantage ($p < 0.05$). In brief, the outcomes of this study provide enhanced understanding about the significant role of green innovation for manufacturers for improving their GSCM practices and competitive advantage.

Keywords: Green supply chain management, internal environmental management, green purchasing, customer environmental cooperation, reverse logistics, natural resource based view.