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***“Effect of Green Supply Chain Management on Export Performance
Moderated by Quality Performance- A Case study of Food Industries in
Pakistan”***



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Abstract

In this study we will be probing the effects of 3 determinants of the Green Supply chain Management effects on the export performance in context of the Food Processing Sector of Pakistan moderated by Quality performance. For research purpose data will be gathered by floating the questionnaire with a Likert scale on rating of 5, to the customers & employees of the Food processing industries of Pakistan. Green Supply chain will affect will be measured through the 03 Independent Variables Green Manufacturing, Green Purchasing, Cooperation with the customers. In findings we will try to create a significant relation between Green Supply Chain Management. Quality Performance and export performance. Green Chain Practices can essentially help to increase the quality and export performance of food industry of Pakistan. Besides export performance can also be increased it companies focus by improving the quality factors.

In this research we will be showing the significant relationship between the factors of Green Supply chain and Export performance and how important is the role of the quality performance linked with the Green Supply chain management for enhancing the export performance. In addition, we also discuss the research limitations area of future research and will be able to identify the Implications for the people working in the subjected Sector.

Key Words: Green Supply Chain Management, Green Manufacturing, Corporation with customer, Green Purchasing, Quality Performance, Quality Management, Export Performance.

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