

GREEN PURCHASING IS KEY TO SUPERIOR PERFORMANCE: AN EMPIRICAL STUDY

BY

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	28-12-2021	OFFICE	DATA ANALYSIS	
2	21-01-2022	OFFICE	DISCUSSION	
3	28-06-2022	OFFICE	CONCLUSION	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 23/8/2022
SIR AHSAN RIZVI

Supervisor's Name: _____

HoD's Signature: Date: _____

Dedication

I would like to dedicate this thesis to my parents who always supported me, and never stopped giving themselves in countless ways, provided me moral, spiritual and financial support and my friends also encouraged and support me. Nevertheless, my mentor, **Sir Ahsan Rizvi**, who did countless efforts and always helped me throughout the thesis. And to my siblings, relatives, classmates and friends who gave an advice and encouragement so that I can complete my study.

Acknowledgement

“To Him belongs the dimension of the Heavens and the earth, it is He who gives, Life and death and He has power over all things.” (Al-Quran)

The report in hand is not a hard copy of activities during the working of final year project, rather it is a container of many soft feelings of gratitude, responsibility and affection that were having during final year.

It was a wonderful learning experience for me while making this report. There are several challenges I faced when I was working on this report. During the completion of this research I learnt so many things that will help me not only in my professional career but also to lead my life in a best manner.

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ABSTRACT

Purpose: The aim of this study was to determine the extent to which leadership, market pressure, quality management, and company performance are all related to one another.

Design/methodology/approach: A quantitative method using the primary data collection technique was used. The data was collected from 300 participants using a questionnaire.

Findings: The results of the analysis showed the positive impact of green procurement practices (leadership, quality management, and market pressure) on firm performance.

Conclusion: According to the findings of the study, efficient buying management helps to strengthen supply chains, which in turn helps businesses attract clients and further increase client support. Research on performance measurement and enhancement have to be carried out at every stage of the supply chain in order to reach a higher level of efficiency in supply chain operations.

Limitations: The essential constraint of the present study is that it incorporated a single method in the current study. Besides, it utilizes data from only one city.

Recommendations: the study suggests that organizations should take on green procurement practices in the entirety of their activities and procedures. This is on the grounds that green procurement management is related with financial advantages to the organization.

Keywords:

Supply chain management, supply chain performance, firm performance, leadership, market pressure, quality management.

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