

**THE IMPACT OF SUSTAINABLE
PRACTICES ON THE BUSINESS
PERFORMANCE OF LOGISTICS SECTOR
OF PAKISTAN: AN EMPIRICAL
OVERVIEW OF CIRCULAR ECONOMY'S
CONCEPT**

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



FALL, 2022

**BUSINESS STUDIES DEPARTMENT
BAHRIA BUSINESS SCHOOL**

Bahria University Karachi Campus



MBA Thesis

2nd Half-Semester Progress Report & Thesis Approval

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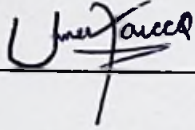
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DECLARATION OF AUNTHENTICATION

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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DEDICATION

I dedicate my thesis to my family members, My Father Muhamamd Farooq Shoukat, My Mother Nasira Farooq, My Wife Kanwal Umer, My Son Muhammad Owais Umer and Muhammad Navel Umer and colleagues who encouraged and supported me throughout this research work.

ACKNOWLEDGMENT

Firstly, I am so thankful to ALMIGHTY ALLAH for His countless blessings. He is the most beneficent and the most merciful. I would have not been able to complete this thesis without His agreement.

Now, I am much obliged to Prof. Mumtaz Khan, who as a thesis supervisor continuously guided me with his knowledge and experience throughout the completion of this thesis.

I am also thankful to my beloved wife Kanwal Umer. She has always motivated me towards my studies and achievement of goals.

My family and colleagues supported me throughout the completion of this thesis; my sincere gratitude to all of them.

Abstract:

Purpose: The main objective of the research is to introduce the concept of circular economy and its element for improving business performance. The research is designed to evaluate the impact of sustainable practices on the business performance of logistic industry.

Methodology and Design: The current research is quantitative and primary in nature. The research collects 320 sample by using research questionnaire. IBM SPSS is used for data analysis purpose for reaching the final research outcome.

Findings: The findings of the study reflect that the only remanufacturing practices have insignificant impact, on the other hand refurbishing, repairing, recycling, and disposal have significant impact on business performance.

Limitations: Limited time and the outcome of the study can only be applied to logistic sector of Pakistan.

Recommendation: It is recommended for logistics organization to implement the concept of circular economy for improving their performance.

Keywords: Circular economy, Logistics, Business Performance, Sustainability.

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