

# **“ANALYSIS AND IMPACT OF ENABLERS OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT”**

**BY**

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## ABSTRACT

Nowadays there are pressure on industries to adopt sustainable supply chain management. Industries have to reduce their environment impact. Developed countries have applied sustainability in their supply chain. In contrast developing countries are far behind. Organizations should go for triple bottom line than just focusing on their profits. There are many enablers which motivates the organizations to adopt sustainable supply chain management. These enablers have different impact according to culture and countries. In this study six enablers were picked after reviewing literature. Health and safety regulations, customer satisfaction, government regulations, improvement of product characteristics, eco design and adoption of green purchasing were taken as independent variables. Sustainable supply chain as dependent variable. Then the impacts of these independent variables were check on sustainable supply chain management. Data was gathered from 200 respondents from manufacturing industry. SPSS was used to analyze the data and regression was used for it. The results show that the health and safety regulations and adoption of green purchasing have significant impact on motivation to adopt sustainable supply chain management. Government regulations and customer satisfactions has negative impact. Results may vary according to culture and countries and has different impact on other societies. We must consider sustainability while crafting strategies. Society and environment should not be ignored.

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