

# **Influence of Sustainable Supply Chain Management and Stakeholder Pressure on Corporate Sustainability Performance in Pakistan**



## **Research Thesis**

Submitted to the Department of Management Science, Bahria University, Islamabad Campus  
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Submitted by: Khuraim Javaid Iqbal

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M. Phil. (MS)

Submitted to: **Dr. Qazi A. Subhan**

**Bahria University, Islamabad Campus**

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Khuraim Javaid Iqbal

## Dedication

This research is dedicated to my parents for their patience and encouragement.

## Abstract

With every passing day, it is becoming difficult for the firms to remain competitive. Due to scarcity of natural resources stakeholders are inducing pressure to transform traditional supply chains in to sustainable supply chains. This study tried to enhance in understanding the relationship of stakeholder pressure (SP) on sustainable supply chain management (SSCM) and corporate sustainable performance (CSP). Survey technique was used to gauge the relation of these variables. Sample size was 270, which consisted professionals ranging from mid-level managers to senior managers. Baron and Kenny's mediation technique is used to analyse the data. Results shows that due to pressure of stakeholders, firms are transforming their supply chains socially and environmentally concerned in contrast with economic factor. Moreover, SSCM mediates the relationship of SP and CSP. Previous researches only took two perspectives of sustainable supply management, which are social and environmental but this research also takes into account economic aspect of sustainable supply chain management.

*Keywords: sustainable supply chain, stakeholder pressure, corporate sustainability performance.*

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## **List of Abbreviations**

CSP	Corporate sustainability performance
CSR	Corporate social responsibility
SP	Stakeholder pressure
SCM	Supply chain management
SSCM	Sustainable supply chain management
RBV	Resource-based view
TBL	Triple bottom line