

GREEN SUPPLY CHAIN MANAGEMENT (GSCM) PRACTICES AND PERFORMANCE OF HOSPITALS IN KARACHI, PAKISTAN

By

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Abstract

The study has aimed to examine the impact of external drivers and internal factors toward Green Supply Chain Management (GSCM) practices and performance in the hospitals of Pakistan. The study has used Resource-Based View (RBV) Theory and Contingency Theory to develop its hypotheses. Total 204 samples were collected from the supply chain- related departments of hospitals based in Karachi, Pakistan. Structural Equation Modeling (SEM) technique was used for data analysis using SPSS-AMOS. The results of the study showed that variables have statistically positive and insignificant impact including Industrial networks, supply chain, logistics, competition and societal on GSCM practices. Similarly, other variables have statistically positive and significant impact including internal drivers, supplier education, coaching and mentoring, green procurement and logistics' policy, supplier assessment and evaluation, legislation on GSCM practices. Moreover, GSCM practices has statistically positive and insignificant impact on business performance. The study concluded that GSCM practices were significantly affected by number of internal and external factors. The study has acknowledged that internal drivers have significant importance and positive affect on GSCM practices in hospitals of Karachi, Pakistan. However, it was also proclaimed that supplier assessment and evaluation for GSCM practices found critically important for effective implementation and administration. It was mainly because hospitals cannot sustain their GSCM practices without the supportive behavior and attitude of their suppliers.

Keywords: *GSCM Practices, Performance, Internal Drivers, Hospitals, Pakistan.*