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The Effect of green Economic and Environmental performance on Green supply chain management in the Fast moving consumer goods and services in Pakistan



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Abstract

Green economics is always considered as the term of methodology related to economics. Green economy is highly impact in context of organizational performance. Mostly, large based organizations are using the term of supply chain management practices and capturing more consumers' attentions. Supply chain management practices of organizations are always increasing high modest business edges all everywhere the world to meet customer's obligations. Green supply chain management practices works under the strong consideration of green supply chain planning, green procurement, green logistics and carbon management. Success of business organizations are highly dependent upon to well perform business operations and maintain their quality standards of products and services in market. Value system of organization is associated with proper design and development of organizational brands, offers customers products and services at affordable pricing.

Primary source of information is used for data collection and a research technique is quantitative in nature. SPSS version 19.0 is use for process raw research data into meaningful form. This software is very helpful for data entry, data processing and extracted results. The key functionality of SPSS software is to practically apply statistical test to know the current value and worth of variables in study. The limit of sample size is 250 employees that are directly as well as indirectly connected with effect of the green economic and environmental performance on GSCM in the FMCGS. These FMCGS companies are Unilever Pakistan Limited, Engro Foods, Nestle Pakistan and P&G Pakistan.

Key words: Green Supply Chain Management Practices, Internal and External Environment Management, Organization performance, Environment and Economic Performance.

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