

## Declaration

I Mian Haider Ali Shah hereby declare that I have produced the work presented in this thesis, during the scheduled period of study. I also declare that I have not taken any material from any source except referred to wherever due that amount of plagiarism is within acceptable range. It is further declared that I have developed this thesis and the accompanied report entirely on the basis of my personal efforts made under the sincere guidance of my supervisor.

Date:

2 January-2018\_\_\_\_\_

## **DEDICATION**

This work is dedicated to my parents, who have always loved me unconditionally and whose good examples have taught me to work hard for the things that I aspire to achieve.

## **ACKNOWLEDGEMENT**

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## ABSTARCT

Corporate image is an important organizational resource that enables to create, strengthen and sustain competitive advantage. Different antecedents have been identified for corporate image in the literature including Customer Cooperation, Green Purchasing, Eco Design, Internal Environment Management, and Investment Recovery. Green supply chain management performs to be an originator of corporate image excessively. This study examines the relationships between green supply chain management and corporate image. It explores the main effects of different dimensions of green supply chain management on corporate image. This study discovers the key effects of diverse extents of green supply chain management on corporate image. The empirical results of this study suggest that the Green Purchasing is positively correlated with corporate brand image with estimation of 1.00,  $p < 0.01$  which is delicate positive and significant correlation among green purchasing and corporate brand image. Furthermore, empirical findings of this research suggest that the Customer Cooperation is categorically associated by means of corporate brand image, wherever the estimation of their relationship coefficient is 1.00,  $p < 0.01$  which is similarly significant as well as together the variables are recognized with one another besides their relationship can be categorized as a 'frail solid Relationship'. Furthermore, the empirical findings of this study suggest that the Eco-Design is distinctly related by means of corporate brand image, wherever the estimation of their relationship coefficient is .215,  $p < 0.01$  which is significant. Internal environmental management is also distinctly related by means of corporate brand image, wherever the estimation of their correlation coefficient is .389,  $p < 0.01$  which is significant. Investment recovery is distinctly associated by means of corporate image wherever the estimation of their correlation coefficient is .395,  $p < 0.01$  which is significant.309. The empirical results of the