

# **An Overview on Supply Chain Competitive Strategies and Green Supply Chain Management Strategies: Review from Literature**



**By:**

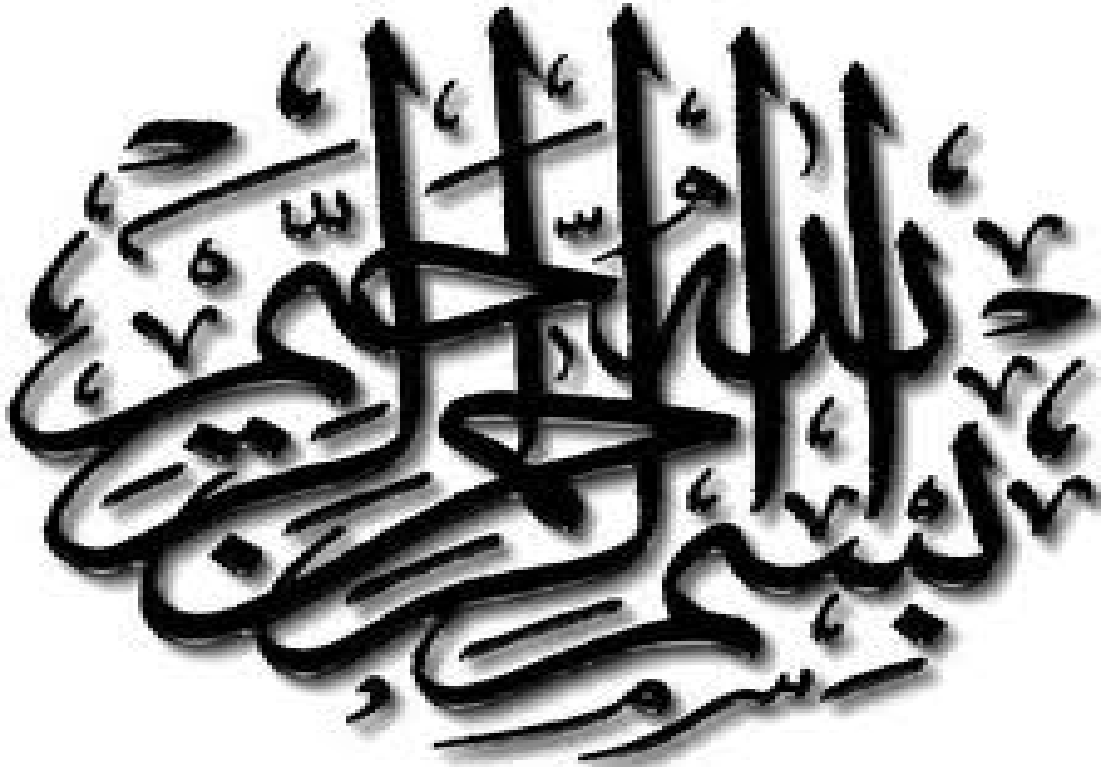
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*In the name of Allah, the most Gracious, the most Merciful*

*Dedicated to*  
*My Parents, Sisters and Fiancée*

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## **Abstract**

This thesis project examined the past literature and develop connections between competitive strategies and identified GSCM strategy approaches. GSCM has recently emerged as a new innovative green strategic development towards achieving financial and environmental benefits while at the same time reducing environmental risks and impact. The thesis aims to provide major guideline to business managers for aligning their competitive strategies with GSCM practices in order to achieve better targets and also to validate the degree of applicability of the existing literature to achieve research objectives of the thesis. The research models and theoretical framework needed for thesis were generated from literature reviews. The main purpose of the thesis is highly focused upon practical improvements and is development oriented. The thesis is based upon qualitative research that concentrates on suggesting practical improvements, identifying research gaps, finding development areas and even producing new insights and knowledge for the selected topic. Typically most of the qualitative studies have purpose aimed at understanding the research topics. The thesis basically adopts a research strategy which addresses practical problem by gaining and adjusting the theoretical knowledge. The thesis concludes that today's manager need to realize the importance of green supply chain practices and compliance to environmental policies as critical factors for continuing to be competitive in the international market in the future. After an extensive literature review, it was safely concluded that there exist a positive relationship between competitive strategies and GSCM practices. In the past, few studies have been conducted to analyze the nature of the impact that the combined effect of GSCPs and Competitive strategies have on the firm performance.

Hence our research aims to address the inconsistencies in the literature by “developing a conceptual model to highlight the conditions necessary for the strategic green supply chain to provide the required performance whilst using an appropriate strategic approach. Finally several suggestions for future research opportunities in the above research area have also been proposed.

**Keywords:** Green Supply Chain Management (GSCM), Logistic Service Provider (LSP), Internal Environmental Management (IEM), Green Information Systems (GIS), Green Supply Chain Management Practices, Resource dependence theory (RDT), Transaction Cost Economics (TCE)

## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENTS.....</b>	<b>iv</b>
<b>ABSTRACTS.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
<b>LIST OF FIGURES.....</b>	<b>ix</b>
<b>LIST OF TABLES.....</b>	<b>x</b>
<b>CHAPTER – 1.....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>1</b>
1.1 Motivation and Background.....	1
1.2 Problem Statement.....	2
1.3 Research Objectives, Research Questions and Main Findings.....	2
1.4 Research Methodology and Limitations of Study.....	3
1.5 Structure of Thesis.....	3
<b>CHAPTER – 2.....</b>	<b>5</b>
<b>LITERATURE REVIEW.....</b>	<b>5</b>
2.1 Defining green supply chain management (GSCM) .....	5
2.2 Competitive Strategies.....	6
2.3 Green supply chain management practices.....	7
<b>CHAPTER – 3.....</b>	<b>10</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>10</b>
3.1 Qualitative Research.....	10
3.2 Research Process .....	11
3.3 Data Collection and Analysis Methods .....	12
<b>CHAPTER - 4.....</b>	<b>14</b>

<b>RESULTS – FINDING AND ANALYSIS .....</b>	<b>14</b>
4.1 GSCM Practices.....	14
4.2 Competitive Strategies.....	16
4.3 Results and Discussion.....	18
<b>CHAPTER 5.....</b>	<b>26</b>
<b>CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>26</b>
5.1 Future Implications and Suggestions for future research.....	27
<b>REFERENCES.....</b>	<b>29</b>



## **LIST OF FIGURES**

Figure 1.1: Research Methodology.....	4
Figure 4.1: Comprehensive green supply chain management practices performance model with hypotheses.....	20
Figure 4.2: A conceptual model of the research hypotheses.....	25

## **LIST OF TABLES**

Table 4.1:	Categories of green supply chain management practices from literature.....	16
Table 4.2:	Description of competitive strategies .....	17