"Green Supply Chain Management and Performance of Firms In Automotive Industry In Pakistan"

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Abstract

This study examines the impact of Green Supply Chain Management practices on firm performance in Automobile sector of Pakistan. Primary data has been collected through structured questionnaire from different automobile firms in the area or Rawalpindi and Islamabad. 95 employees of Automobile sector participated to the study. A random sampling technique used to collect the primary data. Each question had five option; each of them was assigned a value from one to five. Rating “one” was strongly disagree and “five” was the strongly agree. Questionnaire for this has been adopted from past study. SPSS 17 has been used for statistical calculations. From comes about, relapse examination demonstrated that there is a solid connection between green procurement practices, green distribution practices, reverse logistics and performance of firms in the Automobile sector in Pakistan. Automobile sector should proceeding with coordination between the diverse authoritative levels to actualize the green supply chain, keeping in mind the end goal to accomplishing the largest amount of value around there, and should attempt to locate the most well-disposed for natural crude materials which its utilized as a part of the nourishment business.