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Moderating effect of information technology on relationship  
between Green Logistics Practices and Environmental  
Performance of Elevator Industry of Pakistan



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## Abstract

To extend their environmental stability, firms are adopting green supply chain management (GSCM) practices due to increased awareness and pressure from competitors. Although it seems that number of organizations are adopting GSCM proving environmental stability as a source of competitive advantage. Green Supply Chain Management contributes positively to performance outcomes of any organization. Performance outcomes include economical, social, environmental and operational. To achieve sustainability and to implement Green Supply Chain Management, the most important factors called critical success factors (CSFs). These factors include Internal Management, Customer Management, Regulatory authorities, Social, Supplier Management and Competitiveness. Information Technology is powerful force in today's global world. As other developing countries are adopting Information Technology, it is being applied in all the organizations of Pakistan. Information technology can surprisingly speed up the processes and help the organizations to achieve competitive advantage over its competitors. Efficient use of Information Technology has helped many organizations to succeed in global market. This study examined the impact of Information Technology on relationship between Green Logistics Practices and Environmental performance of elevator industry of Islamabad and Rawalpindi. Primary data was collected through questionnaire. Research approach used in this study is deductive approach. Tool used for data analysis is SPSS. Data was tested by applying different statistical approaches. The result of this study has led to the conclusion that Green Logistics practices have positive impact on environmental performance, but information technology does not moderate the relationship between these two factors.

**Keywords:** Green supply chain management, performance outcome, Information Technology, questionnaire based survey, quantitative study, Linear regression analysis, moderation.

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