

**THE IMPACT OF ENVIRONMENTAL, ECONOMIC
AND OPERATIONAL PERFORMANCE ON
ORGANIZATIONAL PERFORMANCE OF LARGE
SCALE MANUFACTURING INDUSTRY IN
KARACHI**

BY

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Abstract

Purpose

The aim is to contribute significantly to the first wave of empirical investigations related to the impact of green supply chain management (GSCM) practices on performance. The paper also aims to theorize and empirically assess a comprehensive GSCM practices and performance model. The model incorporates green supply chain practices that link manufacturers with supply chain partners (both suppliers and customers) to support environmental sustainability throughout the supply chain.

Methodology & Design

Manufacturing managers were analyzed using a structural equation modeling manufacturing managers provide data reflecting the degree to which their organizations work with suppliers and customers to improve environmental sustainability of the supply chain.

Findings

Generally, the adoption of GSCM practices by manufacturing organizations leads to improved environmental performance and economic performance, which, in turn, positively impact operational performance. Operational performance enhances organizational performance.

Keywords

Green supply chain management, Environmental performance, Economic performance, Operational performance and Organizational performance

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