

Study on Key Factors of Adopting Sustainable Supply Chain Management in Indonesia

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Abstract

In a competitive business environment, sustainable supply chain management (SSCM) has received a growing interest in both academic and corporate interest. Increasingly, companies are identifying sustainability as an opportunity to overcome environmental issue while simultaneously responding to economic, operational and social factors to achieve SSCM performance. This research aims to analyze the conditions of SSCM in Indonesia, one of the developing Southeast Asian countries. The purpose of this study is to investigate factors of adoption that are most influencing Indonesian companies to conduct SSCM in their business activities, the preferred method of implementing green supply chain, and the significance of performance measurement. A questionnaire will be carried out among companies in Indonesia based on three dimensions including (1) factors of adoption SSCM, (2) implementation of green supply chain, and (3) performance measurement of SSCM and their 12 criteria. A novel multi-criterion decision making method, DEMATEL-based analytic network process (DANP), is applied to handle the importance analysis of sophisticated interdependences among multiple criteria. Both practitioners in companies and academia might find this paper useful as it provides major insights for business investors who consider implementing SSCM in Southeast Asian country like Indonesia.

Keywords

SSCM, DEMATEL, analytic network process (ANP), key successful factors

Biography

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