

Exploring the impact of Green Supply Chain Practices on Operational efficiency and Corporate Sustainability

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Abstract

There is an increase in the emphasis on Sustainability that has led companies to re-evaluate their Supply Chain Operations which gives rise to the Green Supply Chain Management practices (GSCM). By examining the various industries in the Sultanate of Oman, this study aims to understand how eco-friendly sourcing, waste reduction and sustainable logistics contribute to both economic performance and environmental responsibility. On the other hand, there is also an increased awareness among the consumers on usage of sustainable goods. According to 'The Economist Intelligence Unit', there has been a 71% rise in online searches for sustainable goods globally. Environment stability is a high priority for many consumers, and it has translated into the responsibility of all the business partners to lower their carbon footprint. This study will make use of secondary data, and the research will explore the potential benefits of adopting Green Supply Chain such as cost savings, improving the brand reputation and regulatory compliance. This research will also identify the challenges that these companies will face when implementing Green Supply Chain practices. These findings will offer valuable insights for businesses that seek to balance operational efficiency with long term sustainability goals in the global economy.

Keywords

Sustainability, Green Supply Chain, Operational Efficiency, Corporate strategic alliance