

Green Supply Chain Management, Performance and company Competitiveness

Arman Marhamati,^{a*} Aria Marhamati,^b

^aIslamic Azad University Shiraz branch, Faculty of management and economics, Department of industrial management, Shiraz, Iran, Email: armanedu2017@gmail.com phone: +9890173037281

^bShiraz University, Faculty of management, economics and social science, Department of management, Shiraz, Iran, Email: ariamrh75@gmail.com

*, Corresponding author: Arman Marhamati; Email: armanedu2017@gmail.com

Abstract

A case study was conducted in Shiraz industrial region in order to examine the effect of green supply chain management on green performance and firm competitiveness. The study used a descriptive, correlational methodology to address the research questions. A total of 110 executives and managers were selected from companies located in the Shiraz industrial Estate to participate in the study. A pre-designed questionnaire developed by Yang et al. (2013) was adapted to collect data. We employed structural equation modeling and partial least squares (PLS) path analysis as a basis for data analysis.

The findings showed that the company's internal green practices have a positive and significant impact on external green collaboration; internal green practices and external green collaboration have a positive and significant influence on the company's green performance; and internal green practices, external green collaboration and the company's green performance have a positive and significant effect on firm competitiveness.

Overall, the study findings suggested that strengthening green supply chain management improves green performance, which in turn increases firm competitiveness. Those involved in the green supply chain are required to consider these issues when managing the supply chain process.

Keywords: firm competitiveness, green collaboration, green practices, green supply chain management and performance.