“Green Supply Chain Management and Logistics Performance in the Construction Industry.”

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ABSTRACT

Due to their prominent position in the market, construction companies are increasingly required to control and minimise the internal and external environmental impact of their day-to-day activities. To achieve this, all over the world, construction companies have gradually adopted different environmentally friendly practices promoting the preservation of the environment. Generally, many of these practices are carried out in the area of green supply chain management (GSCM) and logistics performance where there is a great potential to reduce the rate of pollution generated. Therefore, the purpose of the study is to identify effective GSCM factors necessary to develop a successful framework that could guide the managers for improving the environmental performance of their companies. For this study, a qualitative approach was adopted. A content analysis was carried out using different types of documents like journals, policies, and published materials. The study suggests that by adopting GSCM and improving their logistics performance, construction companies will be able to improve their environmental performance. In addition, the study implied that construction companies that comply with the different laws and regulations established, development and implement a green information system as well as a good reverse logistics system are more likely to reduce the environmental impact of their activities, while optimising their economic viability. Therefore, it is recommended that construction companies keep giving more attention to GSCM and logistics performance as it is the most innovative means by which they can get cost efficiency and environmental responsibility simultaneously.

Keywords: Green Supply Chain Management, Logistics Performance, Regulatory Pressure, Reverse Logistics, Green Packaging, Green Information System and Sustainability.