

Degree of Green Supply Chain and Sustainability Awareness of Economic Students in Can Tho City, Vietnam

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ABSTRACT

This article reported and discussed college students' knowledge and awareness of green supply chain management (GSCM) and sustainability issues. Economic students from universities in Can Tho city in Vietnam were selected and asked to participate in the study voluntarily. The study was realized with the participation of 534 students from different majors (international business (IB), business administration (BA), hospitality management (HM), and media management (MC)). The study applied analysis of variance (ANOVA) and radar chart to find out the disparity in awareness of economic student groups. The findings show that a minority of the economic students are aware main components of GSCM and sustainability and the important role of GSCM and sustainability in the future. There are significant differences in perception of various economic students (IB/BA, HM and MC) about GSCM and sustainability. The MC student body has the greatest level of consciousness of economic, environmental, and social issues. The energy of today's young people is crucial to the success of environmental programs tomorrow. The idea that sustainable environmental practices are beneficial for business is gaining traction. Despite only being in town for a short period, students may make a big difference by offering fresh approaches to sustainability and even starting profitable businesses.

Keywords: Awareness, green supply chain, business