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Research Article

Identification of the Impacts of Green Supply Chain Management on Successful Organisational Performances

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Abstract:

Revaluating supply chain management strategies in front of growing environmental preservation concerns is becoming increasingly prevalent for companies all across the world. Green Supply Chain Management (GSCM) is a fundamental tool for improving supply chain operations in a way that benefits the environment as well as the bottom line, and its usage has grown recently. With an eye on operational efficiency, financial results, brand reputation, and environmental compliance especially, this research aims to assess how GSCM techniques affect effective organizational performance. Investigated in this study are GSCM elements include sustainable transportation, green procurement, reverse logistics, waste reduction, and environmentally friendly manufacturing. This research aims to find, by means of an analysis of these elements, how the mix of these features helps companies in fulfilling their strategic objectives as well as their social and legal obligations. Data is collected from current case studies conducted in sectors presently adopting GSCM as well as from reports sent in by companies. The results of which being environmentally conscious offers several benefits, including less negative effects on the environment, better use of resources, improved relationships with stakeholders, and finally a rise in profits all through the course of business operations. Furthermore, companies which use GSCM usually have a competitive edge in the market as their dedication to sustainability runs all through the process. The results highlight the requirement of integrating sustainability into core business processes if outstanding organizational success is to be obtained. The findings support the rising belief that environmentally conscious projects are not only morally significant but also strategically and financially wise in the merciless global economy of today. Studies show that this idea is getting more and more common.

1. Introduction

Direct response to the growing worldwide attention on sustainability and environmental responsibility is firms now aggressively seeking to include green projects into their main operations. Among these initiatives that have attracted a lot of interest from the corporate and academic sectors is GSCM, which has the potential to simultaneously increase organizational performance and environmental sustainability. Beginning with product design and working through the sourcing and choice of materials, production, distribution, and administration of end-of- life activities, global

supply chain management covers all aspects of the supply chain. Every step takes the surroundings into account. Companies are under increasing pressure to improve the value they provide to stakeholders at the same time as reducing the impact their activities have on the surroundings. Regulatory responsibilities, societal expectations, and the need to get a competitive edge are driving this pressure. A number of elements are driving the move toward environmentally conscious supply chain management systems: increased awareness of climate change, the necessity of companies to take accountability for their operations, and stricter environmental laws[6]. Using GSCM helps companies to increase their operational efficiency, lower their expenditures by best use of resources and energy, increase brand loyalty among customers who are environmentally aware, and therefore lower their emissions and waste. Furthermore, the innovation of goods and processes resulting from the successful use of environmentally friendly methods may help a company to adapt and persevere in markets that are uncertain. This paper aims to investigate the role that green supply chain activities perform in the accomplishment of firm success, thus isolating the particular advantages of GSCM on successful organizational performance. Apart from emphasizing the environmental performance of a company, this paper explores the ways in which GSCM techniques could help to improve the bottom line, market situation, and involvement of stakeholders of an entity. Companies that want to successfully combine their environmental and financial objectives will be able to use this data going forward to guide their decisions on improved organizational results and sustainable supply chains. This material will be at their disposal[9].

2. Background of the Study

Businesses have been incorporating eco-friendly methods into their operations process in response to the growing worldwide attention devoted to the preservation of the environment. GSCM is a quite recent method including environmental factors into supply chain operations. This approach aims to lower environmental effects and concurrently increase organizational performance by means of bettering of course performance. Driving this paradigm change are many elements including legal responsibilities, stakeholder expectations, and the requirement of acquiring a competitive edge. GSCM's green sourcing, eco-design, sustainable manufacturing, and reverse logistics approaches have as their main goals the lowering of waste, the preservation of resources, and the carbon footprint reduction. Adoption of GSCM techniques might help a company's operational efficiency, bottom line, and public image to be improved. Studies have shown, for example, that being environmentally sensitive might result in lower energy use, lower manufacturing costs, and better product quality as well as a decrease in the quantity of consumed resources[14]. Furthermore, businesses which use GSCM usually find that the degree of consumer happiness and loyalty rises as the number of people concerned about the environment keeps growing. When technology developments are added into GSCM, it becomes much more beneficial because it allows real-time monitoring, data analysis, and process improvement. These benefits, nevertheless, are not without drawbacks; using GSCM calls for changes in the company's culture, the development of new skills, and large financial outlay. Many elements might affect the efficiency of GSCM strategies in different sectors and areas. These elements include the dynamics of the market, the existing regulatory frameworks, and the resource availability. Given this, companies that want success in the challenging field of sustainable operations must have a strong awareness of how GSCM affects the performance of their companies. The aim of this research is to find and examine the effects of GSCM practices on organizational performance thus clarifying the relationship between environmentally conscious strategy and financial success. This will be achieved by means of GSCM practice identification and evaluation[12]. Among the main performance indicators under investigation in this study are environmental impact, operational efficiency, and financial results. Furthermore examined in this paper will be additional current empirical results and case studies about performance criteria. Regarding Global Supply Chain Management (GSCM) policies, the results should be beneficial in guiding enterprises on the right path and supporting decision-making. This will help companies to reach their environmental targets and raise their general performance[8].

3. The Purpose of the Research

To bridge a knowledge gap, this article attempts to investigate how GSCM affects the results of business operations. Given the fact that environmental sustainability is increasingly important for businesses, appreciating the importance of GSCM in accomplishing not just environmental targets but also operational excellence and a competitive advantage is of major value. The aim of this paper is to establish the connection between the outcomes companies aim for—that is, cost efficiency, product quality, customer satisfaction, and environmental

compliance—that is, between the values of GSCM, which comprise green procurement, environmentally friendly manufacturing, sustainable logistics, and waste reduction strategies, and their outcomes. Moreover, the research intends to evaluate the challenges businesses have in using GSCM as well as the tactics, innovation, and participation of stakeholders hired to go beyond these challenges. Business executives, politicians, and advocates of sustainability might find great use for the findings of this research on the correlation between environmentally aware supply chain policies and the performance of organizations over time. The ultimate goal of the current competitive global market is for the outcomes to provide credibility to frameworks enabling the blending of environmental projects with corporate performance objectives.

4. Literature Review

Often referred to as "GSCM," "Green Supply Chain Management," is a key tactic for companies seeking to improve their organizational performance as well as their environmental sustainability. From several angles and across a range of businesses and geographical areas, recent research has looked at how GSCM affects organizational performance.

One research examined how the use of GSCM may affect the competitiveness and efficiency of companies offering chemical, food, beverage, and spa treatments. The results showed that operational competency was positively correlated with environmentally friendly supply chain practices, therefore underlining the need of using sustainable activities to improve the performance of a company[3].

More research was done to look at how GSCM may help participants in the manufacturing industry to have better organizational performance. The results of the research made it abundantly evident that there is possibility for greening supply chain activities and operations to improve financial performance and competitiveness by means of improved collaboration benefits. Examining manufacturing companies, the link between corporate social responsibility (GSCM) initiatives and company performance was looked at. While information sharing and information technology innovation operate as moderators, the researchers looked at the ways in which green innovation works as a mediator of the relationship. According to the research, green innovation was shown to be quite important as a mediator between manufacturing company performance and GSCM strategies[16].

Researchers then conducted further study on the relationship between GSCM procedures and the ongoing success of companies. Investigating the link between GSCM practices and sustainable organizational performance was the aim of this research so as to reach the established sustainability targets. In supply chain management, it underlined the significance of using sustainable practices.

Another research looked at how GSCM techniques affected Pakistani companies in the automotive sector's performance. The results led one to conclude that using GSCM techniques has the possibility to raise organizational performance, sustainability, and global competitiveness. Taken together, these studies provide light on the ways in which GSCM practices enhance operational efficiency, financial performance, environmental sustainability, and other standards of organizational success—among other factors of organizational success. Including environmentally friendly methods into supply chain management has many benefits, including the improvement of stakeholder satisfaction, organizational competitiveness, and environmental impact reduction[15].

5. Research Question

What is the role of eco-design in enhancing organisational performance?

6. Methodology

6.1 Research design:

Analyses of quantitative data were conducted using SPSS version 25. To measure the strength and direction of the statistical association, the researchers used the odds ratio and the 95% confidence interval. The scientists established a threshold that was deemed statistically significant at $p < 0.05$. Key aspects of the data were identified by a descriptive analysis. Data collected via surveys, polls, and questionnaires, as well as data processed using computing tools for statistical analysis, are often assessed using quantitative methods.

6.2 Sampling:

Research participants completed questionnaires to provide information for the study. Utilizing the Rao-soft software, researchers ascertained a study population of 875 individuals, prompting the distribution of 962 questionnaires. The researchers received 945 responses and removed 27 for incompleteness, resulting in a final sample size of 918.

6.3 Data and Measurement:

The research mostly used data obtained from a questionnaire survey. The participant's fundamental demographic information was solicited first. Subsequently, participants were provided with a 5-point Likert scale to assess the online and offline channels. The researchers meticulously examined many resources, particularly online databases, for this secondary data collection.

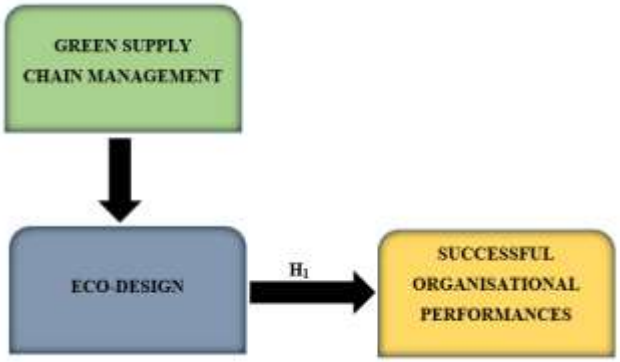
6.4 Statistical Software:

The statistical analysis was performed with SPSS 25 and MS Excel.

6.5 Statistical Tools:

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

7. Conceptual Framework



8. Results

Factor Analysis

Verifying the foundational component structure of a collection of measurement items is a common use of Factor Analysis (FA). The scores of the observed variables are thought to be affected by latent factors that are not readily observable. The accuracy analysis (FA) method is a model-driven methodology. This research primarily focuses on constructing causal pathways between observable events, hidden causes, and measurement errors.

The suitability of the data for factor analysis may be evaluated using the Kaiser-Meyer-Olkin (KMO) method. The sufficiency of the sample for each specific model variable and the overall model is evaluated. The statistics measure the degree of potential shared variation among several variables. Data characterized by smaller percentages is often more appropriate for factor analysis.

KMO yields integers ranging from zero to one. Sampling is considered sufficient if the KMO value is between 0.8 and 1.

Remedial action is required if the KMO is below 0.6, indicating insufficient sampling. Exercise your best judgment; some writers utilize 0.5 for this purpose, hence the range is 0.5 to 0.6.

• A KMO value around 0 indicates that the partial correlations are substantial relative to the overall correlations. Component analysis is significantly impeded by substantial correlations.

Kaiser's thresholds for acceptability are delineated as follows:

A bleak 0.050 to 0.059.

• 0.60 - 0.69 subpar

Standard range for middle grade: 0.70 to 0.79.

A quality point value ranging from 0.80 to 0.89.

The interval from 0.90 to 1.00 is quite impressive.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The overall importance of the correlation matrices was also validated by Bartlett's Test of Sphericity. A value of 0.890 is the Kaiser-Meyer-Olkin sampling adequacy. By using Bartlett's sphericity test, researchers found a p-value of 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

Independent Variable

Green Supply Chain Management:

The whole supply chain process—starting from product design and material procurement to manufacturing, shipping, and end-of-life product management—must include environmental considerations for the GSCM strategy to be successful. In this regard, the focus is on sustainable solutions that minimize the bad effects a company does on the environment without compromising or declining the general performance of the company. Among the many things GSCM advises companies

to do are employ eco-friendly technology, cut waste and emissions, and properly allocate resources all along the supply chain. Companies pick suppliers depending on how well they affect the environment, create environmentally friendly buying policies, and create products with little influence on the surroundings. Furthermore enabled by reverse logistics is the administration of recycled goods, product returns, and hazardous material disposal. Environmentally friendly manufacturing techniques assist to lower the energy consumption as well as the generated hazardous emissions (Ali et al., 2021). Furthermore, GSCM motivates suppliers as well as consumers to work closely to provide improved sustainability results. Rising consumer awareness, tighter environmental rules, and corporate social responsibility projects are driving more companies to use corporate social responsibility approaches in search of a sustainable competitive advantage. Along with cost savings, this change improves operational efficiency, raises brand recognition, and conforms to the objectives of the global environmental campaigning community. Many elements help to explain why GSCM is being embraced. These include instruments for performance assessment, environmental management systems, and technical developments. These elements let companies track and enhance their environmental initiatives. Recent industry research and practices reveal that companies using GSCM techniques have the possibility to reach both lucrative growth and sustainable expansion. This helps companies to show compliance with environmental criteria, meet market demands, and help to preserve ecological systems by means of their contribution[4].

Factor

Eco-Design:

Eco-design is the methodology of incorporating environmental considerations from the outset in the design and development of a product. Eco-design primarily seeks to mitigate the environmental impact of a product during its entire life cycle. This involves comprehensive planning and implementation, from conception until recycling or disposal of the object. The main goals are to lower the use of natural resources, materials, and energy while nevertheless helping to advance environmental responsibility, efficiency, and sustainability. Eco-design—which combines notions like energy efficiency, recyclability, reparability, and durability—allows companies to better mix product development with environmental aims and regulatory demands[5]. Potential results that companies might improve include product value, customer satisfaction, and competitive advantage by encouraging innovation with eco-friendly decisions. Eco-design promotes closed-loop systems like those that best optimize resource utilization and reduce waste, therefore helping to shape the circular economy. Eco-design's importance has grown in view of the worldwide environmental challenges that have dogged the last several years. This is so because these crises have forced businesses to include eco-friendly methods into their manufacturing lines and supplier networks. Many studies have established the favourable link that exists between the performance of an organization and environmental design. Eco-design is well known to help with cost reduction, improved efficiency, and firm reputation building[10].

Dependent Variable

Successful Organisational Performances:

Effective operations, workers engaged, pleased customers, and competent management help to realize strategic goals and objectives, therefore defining successful organizational performance. It addresses a thorough evaluation of an entity's resource consumption, its capacity to change with the outside environment, and its capacity to maintain its competitive edge within its sector. Non-financial metrics, on the other hand, include internal process improvements, environmental practices, inventiveness capability, and stakeholder satisfaction. Two examples of financial indicators are return on investment and profitability. In current business environments, operational agility, digital transformation, and sustainability taken together seem to be fairly important for good performance. Companies that provide innovation, leadership development, and continuous improvement first priority usually exhibit great success in many different fields. Performance of an organization indicates its capacity to generate value over a long period of time by reflecting its ability to combine its vision and values with the expectations of its consumers and other partners. Growing attention on sustainability and corporate social responsibility has expanded the idea to include social impact as well as environmental care[1].

Relationship Between Eco-Design and Successful Organisational Performances

Scholars have been focusing on the link between eco-design and effective organizational performance as more and more businesses try to reconcile social responsibility with financial success. Businesses are increasingly using eco-design techniques—which

include sustainability issues from the very start of the design process—because they help to reduce the effect that their goods have on the surroundings during their lifetime. This approach, which supports recycling, waste reduction, energy conservation, and smart resource usage, can help to run the researcher business more effectively and save money[7]. Regulatory compliance, customer loyalty, and improved brand image are just a few of the many ways one may evaluate a company's long-term performance. Often, eco-design approaches help to raise these three main benchmarks. Moreover, eco-design promotes creativity by means of original ideas addressing both environmental and financial concerns, therefore improving competitiveness. This is achieved via innovative concept development. In the modern day, financial performance is not only used to evaluate the success of an organization but also the extent to which it can adjust to changes in the market, the expectations of stakeholders, and environmental needs. One might get outstanding performance by means of eco-design[11]. This is so because eco-design may help to better match with sustainability objectives, lower liability concerns, and enhance procedures. When combined with other elements like strong leadership, cooperation across functional lines, and clearly stated environmental objectives, researchers have shown that eco-design may significantly increase the performance of an organization and help to develop sustainable business models. Results of recent studies indicate that businesses which use eco-design are more likely to stand out strategically in the market. This goes on top of their accomplishment in implementing environmental rules. Moreover, eco-design is a tool for environmental compliance and a necessary element of sustainable development strategies meant to mix profitability with environmental consciousness in the globally competitive and ecologically sensitive market of today. These designs aim to combine profitability with environmental awareness[13].

Consequent to the above debate, the researcher posited the following hypothesis, which seeks to analyze the correlation between Eco-Design and Successful Organisational Performance.

"H_{01}: There is no significant relationship between Eco-Design and Successful Organisational Performances."

"H_1: There is a significant relationship between Eco-Design and Successful Organisational Performances."

Table 2: H_1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	384	5655.546	1,063.672	.000
Within Groups	492.770	533	5.317		
Total	40081.390	917			

The results of this investigation will be substantial. The F value is 1,063.672, indicating significance with a p-value of 0.000, which is below the alpha threshold of 0.05. This denotes the "H_1: There is a significant relationship between Eco-Design and Successful Organisational Performances" the alternative hypothesis is accepted while the null hypothesis is rejected.

9. Discussion

GSCM techniques are being used by businesses striving to be more environmentally sensitive without compromising their ability to survive in the market. Eco-design is fundamental for this paradigm as it influences the manufacturing, use, and disposal of products in a manner that less harms the environment. Key component of GSCM Green Supply Chain Management, eco-design enables businesses to early on address the environmental effect of their products. From this follows better waste management, less emissions, and less use of resources. Strategic link of design with ecological ideas allows to fulfill environmental responsibility as well as corporate success. Among the other benefits mentioned above, the use of eco-design within GSCM systems gives businesses improved operational efficiency, lower costs, and better brand image. These outcomes enable the business to develop greater resilience, the market to be adaptable, and the confidence of the stakeholders. Furthermore, companies involved in eco-design exhibit environmental commitment that is ahead of their time. This helps them to be unique among the rivals and lead in the field of business sustainability. Good use of eco-design improves the connection between organizational performance and GSCM. This is so as eco-design promotes product lifetime optimization and improves the relationship between production and ideas of the circular economy. A company's current market efficiency is often judged by its capacity to adopt sustainability without compromising quality or profitability. The enormous impact of eco-design in worldwide supply chain management (GSCM) demonstrates how environmental problems may live with and even

support a business to grow. At the crossroads of performance and sustainability, the researcher see a paradigm shift wherein ecological stewardship promotes inventiveness, progress, and the construction of long-term value instead of constraining it. This marks a paradigm change.

Conclusion

With a special focus on eco-design as a critical component, the research on the effect of GSCM on productive organizational results emphasizes the increasing need of including environmentally friendly practices into fundamental corporate operations. The study findings suggest that the use of GSCM may enhance organizational outcomes such as increased efficiency, reduced operating costs, enhanced brand reputation, and sustained profitability. Apart from that, GSCM is required in line with ethical standards and regulations. An indispensable part of GSCM, eco-design helps companies innovate throughout the design process in a way that minimizes negative impacts on the environment, makes the most of the resources that are available, and increases the lifetime of use of products. This thus helps to match manufacturing to sustainability's goals. Eco-design-driven businesses are distinguished by several traits, including their capacity to quickly adjust to changing market conditions, satisfy growing consumer demand for environmentally friendly products, and comply to strict environmental laws. When environmental, social, and corporate responsibility (GSCM) is implemented in the suitable way, the alignment between environmental, social, and corporate responsibility and strong organizational performance is especially evident since eco-design generates a positive feedback loop of innovation, stakeholder trust, and market uniqueness. The research revealed that GSCM practices—especially eco-design—are crucial for companies if they are to thrive in the competitive and ecologically concerned market of today. This is particularly true for companies that give environmental concern first priority. This gives even more weight to the theory that the success and resilience of contemporary businesses result from the search of both sustainability and profitability.

Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
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- **Data availability statement:** The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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