

GREEN SUPPLY CHAIN INTEGRATIONS AND CORPORATE SUSTAINABILITY

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Published 21 September 2020

ABSTRACT

The purpose of this paper is to investigate the relationship between green supply chain management (GSCM); sustainability and environmental uncertainties through corporate social responsibility (CSR) perspective. The study also tries to examine the mediating role of environmental uncertainties in the relationship between green supply chain management and sustainable performance. The study is carried out on firms in oil and gas sector of Sultanate of Oman and the results are analyzed using SEM-PLS. The findings reveal the fact that sustainable performance has become the primary objective of the organizations. Achieving sustainable performance is now becoming the main objective for business firms globally. Environmental obligation has caused many business firms to comply with the regulations. The green supply chain management is emerged as a significant determinant of CSR implantation success. According to this study the practice of the GSCM however requires integration among green supply chain partners to achieve sustainable performance. The findings have a number of managerial implications that could contribute to Omani's industries for planning and development a GSCI strategy through the internal, upstream, and downstream of the green supply chain perspective. The managers should develop a comprehensive environmental strategy; which requires the implementation of internal environmental management initiatives and cooperation from both suppliers and customers.

Keywords: Green supply chain, CSR, Sustainability, Environmental uncertainties.

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