

## **PATHWAY TO SUSTAINABLE PERFORMANCE THROUGH GREEN SUPPLY CHAIN MANAGEMENT (GSCM) PRACTICES**

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### **Abstract**

**Purpose:** Growing global attention on the environment has resulted in a shift towards eco-friendliness and Findings the best feasible solution to go "green" in the past few decades. Green Supply Chain Management (GSCM) is a revolutionary management approach, generating sustainability in business activities by reducing environmental impact and increasing ecological efficiency. However, as the world progresses and individuals become more aware of their environmental responsibilities, steps have been taken to reduce their adverse environmental effects.

**Methodology:** This study aims to investigate the effect of GSCM practices on sustainability performance in the Sri Lankan apparel sector. Green procurement, green manufacturing, green design, and green distribution were identified as GSCM practices and sustainable performance was measured using environmental, social and economic performance. The survey questionnaires from 70 large scale apparel Sri Lankan companies confirmed that GSCM practices significantly impact on sustainability performance.

**Findings:** Green procurement, green design, and green manufacturing, rather than green distribution, significantly impact on sustainability performance. All GSCM practices should be combined to improve strong sustainability performance and they require strong cooperation from all the elements of the supply chain.

**Implementations:** All GSCM practices should be combined to improve strong sustainability performance and they require strong cooperation from all the elements of the supply chain.

**Keywords:** Six sigma, cycle time, bicycle manufacturing, sub-assembly line