

Examining the role of Green Culture and Green Behavior Involvement between Green Supply Chain Management and Sustainable Performance

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This paper aims at exploring the interconnected relationship between green supply chain management (GSCM), green culture, green behavior, and sustainable performance. Humans perform supply chain activities, whereas human behavioural aspects influence the execution of supply chain management. Likewise, green behavior of humans and their environmental consciousness influence the implementation of green supply chain management. Researchers have investigated the impact of human behavioural factors and organizational culture on the implementation of GSCM but the impact of GSCM in influencing the role of green culture and green behavior in achieving sustainable performance is still unexplored in the literature. Therefore, this research attempts to study the effect of GSCM on the sustainable performance of the organization with the mediating effect of green culture and green behaviour involvement. This study is exploratory in nature. A questionnaire was developed using validated scale and circulated to the SC managers of manufacturing concerns, a total of 382 responses was received. The proposed model was tested using partial least square structural equation modeling. The findings of the paper suggest that GSCM has a positive and significant impact on green culture, green behavior involvement and sustainable performance. Green culture and green behavior involvement partially mediate the relationship between GSCM and sustainable performance. The novelty of this paper stands to the fact that green culture and green behavior of employees are tested as mediators between GSCM and sustainable performance for the first time in the green SCM literature.