

ABSTRACT

The generation and accumulation of waste through the manufacturing operations are staggering day after day. This issue needs to be addressed promptly before it becomes a severe issue that threatens the livelihood of the society as a whole. The environmental performance of manufacturing firms is considered as an indicator of environmental adaptation of such organisations. To achieve environmental performance many organisations, adapt sustainable business practices. One of the popular adaptations of sustainable business practices is the application of sustainable supply chain management practices which consider the whole supply chain in achieving the desired status of environmental performance. In literature the adoption of sustainable supply chain initiatives which are namely green purchasing, green manufacturing, and green packaging are not empirically tested with the enhancement of environmental performance. The study has employed both institutional theory and stakeholder theory which are among the prominent theories that are used in the sustainable supply chain management in theorizing practical issues to be tested empirically. This study is aimed to explain the impact of sustainable supply chain initiatives by considering the mediating effect of reverse logistic and the moderating role of external pressure. Three objectives have derived in the study, firstly to examine the impact of sustainable supply chain initiative on environmental performance, secondly to study the role of reverse logistics in mediating the relationship between sustainable supply chain initiatives and environmental performance and thirdly to investigate the role of external pressure on moderating the relationship between sustainable supply chain initiatives and environmental performance.

Institutional theory describes the adoption of sustainable practices by organisations when exerted with external pressure with the intention of gaining social legitimacy. Institutional theory over the past few decades have considered different types of pressures, namely regulatory pressure, competitor pressure and customer pressure. The theory is yet to explore into the non-governmental organisational pressure, which is the theoretical gap the researcher explored in the study. The researcher aided the stakeholder theory in bridging the gap in institutional theory. The stakeholder theory suggests that through satisfying different stakeholders of firms, both the firms as well as groups which have stake in organisation can develop mutually beneficial relationships. When networking as a supply chain, the core firm should consider about all the stakeholders and the demands of such

stakeholders. One such stakeholder is non-governmental organisations which exert pressure to adopt sustainable business practices to enhance environmental performance.

The conceptual framework and the relevant hypothesis were developed based on an extensive literature survey. Through the support of literature five main hypothesis and another four subdimension hypothesis were developed. Structured questionnaires were distributed and collected from respondents, all together the researcher collected one hundred and forty-three (143) questionnaires and used statistical software packages IBM SPSS and SmartPLS for analysing data to support the hypothesis developed. The unit of analysis of the study was manufacturing firms which have applied sustainable business practices.

Through the data some hypothesis was supported whereas some was rejected. The relationship of sustainable supply chain initiatives towards the environmental performance was supported, the relationship of sustainable supply chain initiatives towards the reverse logistics was not supported, the relationship between the reverse logistics towards the environmental performance was supported, the mediation role of reverse logistics was not supported, and the moderation role of external pressure was supported.

The current study had few theoretical contributions and managerial implications out of which the following took the prominence. The inclusion of non-governmental organisational pressure as a novel pressure entity and respectively the non-governmental organisations and managers in organisations could use the findings for their benefits for excreting pressure or for investing in sustainable supply chain initiative sequentially.