

**Analysis of Factors Influencing the Implementation of  
Green Supply Chain Management Practices: A Case Study  
on A Leading Supermarket in Sri Lanka**

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## DECLARATION

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## **ABSTRACT**

Green supply chain management (GSCM) has emerged as a one of the key approaches for every enterprise seeking to become environmentally sustainable in the entire world. At present Sri Lanka many industries have taken their initiatives to implement and adopt GSCM in to the business. Out of them super market industry is one of the major industries to be focused on. Currently there are three large scale super market chains in Sri Lanka and few more medium scale super market chains as well. “Greening” the business is the key factor of sustainable development and it will also add many other benefits to the business. Implementing GSCM is not a single task that only the subjected company can deal with. It is linked with each and every stage of the supply chain life cycle from row materials to the end of life of product. GSCM is a process to be implemented with a proper and monitored plan and there are many factors to be considered. Adoption of GSCM in super markets is a challenging process which should be implemented along with many other parties such as suppliers and customers. This research is focused on implementing GSCM in one of the leading supermarket chains in Sri Lanka and the factors influencing the implementation of GSCM is discussed. Also the relevant recommendations are proposed to lead for a successful implementation.

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## **ABBREVIATIONS**

CP -Customer Perception

EP -Employee Perception

FC -Facilitating Conditions

GSCM -Green Supply Chain Management

MC -Market Competition

TMS -Top Management Support