



3rd Global Conference on Business and Social Science-2015, GCBSS-2015, 16-17 December  
2015, Kuala Lumpur, Malaysia

## Green Supply Chain: Awareness of Logistics Industry in Malaysia

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### Abstract

This paper is to highlight on the awareness of green supply chain in Malaysia. Awareness and readiness of the Malaysian logistics players to practice green activities are very important to ensure sustainability in environmental management. The specific aims of this paper are to: (i) review the extent literature on green logistics and green supply chain and (ii) to identify the readiness of Malaysia logistics industry towards implementing green logistics and green supply chain. Statistical software, SPSS has been used to analyse the data from the constructed questionnaire. The findings will be particularly important in developing environmental readiness for logistics industry.

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Peer-review under responsibility of the Organizing Committee of the 3rd GCBSS-2015

*Keywords:* Green Supply Chain; Green Logistics; Environmental; Logistics; Sustainability Performance.

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### 1. Introduction

The logistics industry forms the backbone to the supply chain and is recognised as key to stimulate trade, facilitate business efficiency and spur economic growth. In order to enhance capabilities of logistics service providers towards sustainability performance, their internal capabilities and external readiness on environmental aspects must be strengthened to enable them to complete at global level. By addressing the root causes that have held back the development of logistics industry, the capability and competitiveness of logistics service providers can be improve in becoming frontier logistics services that are of high quality and value.

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## 2. Background

Development of a country is in line with the advancement of technology applied. In a globalized world, rapid development of industry has contributed towards the economic growth. Nowadays logistics has become critical issue towards the development of a country economy where it plays a major role for organizations especially in becoming successful in their business (Meade and Sarkis, 1998). Logistics capabilities are positively associated with performance (Liu and Lyons, 2011). It is good to be true that logistics contribute on all stages of the product making process from the beginning of the process until the end. It has been pointed out where many studies had been conducted focus on logistics area. Moreover, the importance of logistics involvement in the early stage of product design had been discovered by Shad (1999) where logistics plays an important role in manufacturing issues. There are six types of logistics categories which had been identified through extensive studies on logistics sector. Table 1 below shows the summary on types of logistics categories in the industry.

Table 1. Types of logistics industry and their number of research activities.

| Studies on logistics industry from the Literature | Findings/ Definitions                                                                                                                                                                                                                                                                                                              | References                                                                                                                                                                                                                                     |
|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Logistics service                                 | involves relationship between organisations or person related to service in charge or value creation that formed as combination of service elements                                                                                                                                                                                | Roorda et al. (2010); Awasthi and Chauhan (2012); Jiu-Biing (2006); Liu and Lyons (2011); Li and Lin (2006); Crujissen et al. (2007); Kutanoglu and Lohiya (2008); Reeves Jr et al. (2010); Aktas et al. (2011)                                |
| Logistics performance                             | involves any related strategies and process or organisational design which contribute towards company or industrial performance                                                                                                                                                                                                    | Liu and Lyons (2011); Gadde and Hulthen (2009); Shang and Marlow (2005); Dimitrov and Jain (2006); Lai, Ngai and Cheng (2004); Chin-Chia (2011); Ramakrishnan (2010);                                                                          |
| Green Logistics/Reverse logistics                 | Involves the movements of products which can bring towards minimum cost and involves environmental thinking in the logistics process and include reverse logistics which involves the backward process of the role of purchasing and other functions related on efficient life cycle process and also known as returns management. | Lambert et al. (2011); Lee and Dong (2009); Chad W (2005); Horvath et al. (2005); Jiu-Biing (2008); Cheng and Lee (2010); Daugherty et al. (2005); Kara, Rugrungruang and Kaebemick (2007); (Abduaziz et al., 2015)                            |
| Logistics Management                              | Known as managing the flow of materials and information among supply chain members which include transportation, storage, packing, loading and unloading, logistics policy and logistics manpower.                                                                                                                                 | Sheu et al. (2005); Carbone and Stone (2005); Fink and Reiners (2006); Yoon Kim, and Sohn (2008); Celebi, Bayraktar, and Bingol (2010)                                                                                                         |
| Logistics systems                                 | the use of systems in logistics process to enhance and improve the flow of information                                                                                                                                                                                                                                             | Iannoni and Morabito (2006); Sohn, Han, and Jeon (2007); Rutner, Gibson, Williams (2003);                                                                                                                                                      |
| Logistics network design/Logistics model          | consists of programming model for managing logistics flows                                                                                                                                                                                                                                                                         | Lee and Dong (2008); Jiu-Biing (2004); Pishvae, Farahani and Dullaert (2010); Shad (1999); Bull, Mak, and Greenwood (2002); Yoon, Kim, and Sohn (2008); Trappey et al. (2011); Ishfaq and Sox (2010); Cai et al. (2011); Woudsma et al. (2008) |

Recently, environmental issue has created immense attention from the academic and industrial people. Since the introduction of ISO 14000 standard which has been recognized worldwide (Hasan & Chan, 2014), industry players started to concern on environmental aspects. Green logistics practices among industry players have been noticed as one of the critical issues which are associated primarily with climate change, air pollution, noise, and other environmental features (Abduaziz et al., 2015). As mentioned by Pishvae, Torabi and Razmi (2012) and Abduaziz et

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