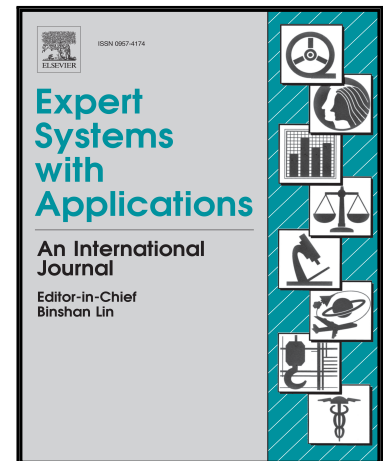


Accepted Manuscript

A gateway to realising sustainability performance via green supply chain management practices: A PLS-ANN approach

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PII: S0957-4174(18)30241-0
DOI: [10.1016/j.eswa.2018.04.013](https://doi.org/10.1016/j.eswa.2018.04.013)
Reference: ESWA 11927



To appear in: *Expert Systems With Applications*

Received date: 21 February 2018
Revised date: 6 April 2018
Accepted date: 7 April 2018

Please cite this article as: Pik-Yin Foo , Voon-Hsien Lee , Garry Wei-Han Tan , Keng-Boon Ooi , A gateway to realising sustainability performance via green supply chain management practices: A PLS-ANN approach, *Expert Systems With Applications* (2018), doi: [10.1016/j.eswa.2018.04.013](https://doi.org/10.1016/j.eswa.2018.04.013)

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Highlights:

- Effectiveness of green practices in building sustainability performance among firms
- Two-staged analysis revealed that some green practices are significant predictors
- Interestingly, cooperation with customers is a significant but negative predictor
- New knowledge is synthesized where sensible justifications are provided

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