



# The Nexus between Green Supply Chain Management and Business Innovation: A Strategic Perspective

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## ABOUT THE STUDY

Green Supply Chain Management (GSCM) is a management approach that integrates environmental considerations into supply chain management. GSCM involves designing, planning, executing, monitoring, and controlling activities related to the supply chain in an environmentally sustainable way. Business innovation refers to the process of creating new ideas, products, or processes that add value to an organization. This paper aims to explore the relationship between GSCM and business innovation.

### Green supply chain management

GSCM involves considering the environmental impacts of supply chain activities and integrating environmentally sustainable practices into supply chain management. GSCM covers all stages of the supply chain, from raw material extraction to end-of-life disposal. GSCM involves reducing waste and pollution, promoting energy efficiency, and using renewable resources.

### Business innovation

Business innovation refers to the process of creating new ideas, products, or processes that add value to an organization. Innovation can take many forms, from incremental improvements to radical transformations. Innovation is crucial for organizations to stay competitive in today's rapidly changing business environment.

### Relationship between GSCM and business innovation

GSCM and business innovation are closely related. GSCM provides a framework for organizations to identify and implement environmentally sustainable practices throughout the supply chain. These practices can result in cost savings, increased efficiency, and reduced environmental impact.

GSCM can also drive business innovation by creating opportunities for organizations to develop new products

or services. For example, a company that specializes in GSCM may develop a new technology or process that reduces waste or promotes energy efficiency. This technology or process can then be marketed as a new product or service, creating new revenue streams for the organization.

Furthermore, GSCM can help organizations to differentiate themselves from their competitors. As consumers become more environmentally conscious, organizations that adopt environmentally sustainable practices may have a competitive advantage. This can result in increased market share, customer loyalty, and brand recognition.

### Examples of GSCM and business innovation

There are many examples of organizations that have successfully implemented GSCM and achieved business innovation. One example is Interface, a global manufacturer of modular carpet tiles. Interface has adopted a closed-loop manufacturing process that recycles used carpet tiles into new tiles. This process has resulted in cost savings, reduced waste, and increased efficiency. Interface has also marketed this process as a new product, creating new revenue streams for the organization.

Another example is Unilever, a multinational consumer goods company. Unilever has implemented a sustainable sourcing program that promotes environmentally sustainable practices throughout the supply chain. This program has resulted in cost savings, increased efficiency, and reduced environmental impact. Unilever has also marketed this program as a new product, creating new revenue streams for the organization.

## CONCLUSION

In conclusion, GSCM and business innovation are closely related. GSCM provides a framework for organizations to identify and implement environmentally sustainable practices throughout the supply chain. These practices

can result in cost savings, increased efficiency, and reduced environmental impact. GSCM can also drive business innovation by creating opportunities for organizations to develop new products or services, differentiate themselves from their competitors, and

increase market share, customer loyalty, and brand recognition. By adopting GSCM practices, organizations can not only achieve environmental sustainability but also drive business innovation and stay competitive in today's rapidly changing business environment.