

## **Green Supply Chain Management Practices and Operational Performance of the Commercial Banks in Sri Lanka**

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The recent trends in sustainability have reinforced the global attention on greening business practices. The concept of green supply chain management (GSCM) and operational performance is still budding stages in the research and academic arena. As far as the Sri Lankan business context is concerned there is less evidence in terms of adaptation of green supply chain management practices on the service sector performance. Sustainability supply chain management has become an increasing area of the today banking sector and the concept of GSCM is new to the Sri Lankan banking sector. The purpose of this study is to contribute significantly to the first wave of empirical investigations related to the service industry perspective within a supply chain context. The study sought to establish the impact of GSCM practices and operational performance of the commercial banks in Sri Lanka. A mixed-method was followed to determine the supportive nature of qualitative findings and quantitative findings. A simple random sampling method was employed to highlight the specific subgroup of 104 managers who are already working in domestic licensed commercial banks. Data was gathered by using an online survey questionnaire. GSCM and operational performance of the commercial banks in Sri Lanka assessed using the structural equation modeling method and thematic analysis. The findings of the study remained that different banks adopt different green supply chain practices depending on the activities that they are engaged in and the analysis revealed that environmental collaboration, green purchasing, legislation and regulation, and e-banking technology have a significant positive impact on the operational performance. It was also found out that eco-design and reverse logistics were insignificant towards operational performance. Among the findings most important factors are the achieve sustainability through environmentally, economically, operationally, and financially and most challengeable factors are the less customer support, knowledge, and attitudes have to face when implementing the GSCM in commercial banks in Sri Lanka. This study recommended that the banking sector consider the adaptation of GSCM fully like the current and potential benefits to enhance the operational performance of the banking system. Outcome of this study will be beneficial to examine the new knowledge and upgrading the existing knowledge and beneficial for policymakers, governments, and other stakeholders to taking necessary decision.

**Keywords:** Green supply chain management; Green supply chain management practices