

Impact of Green Supply Chain Management on Competitive Advantage of Business Organizations in Sri Lanka

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Organizations adopt many strategies to gain competitive advantage from competitors among the firm. One of main strategy is adapting Green Practices in the organization. Green supply Chain Management (GSCM) is a critical issue to gain competitive advantage in the near future scenario. Cost benefit and customer value enhancement is another two strategies_ to gain competitive advantage. Combining both from greening the supply chain to gain cost benefit and customer value enhancement simultaneously organizations can get a superior competitive advantage. There are contradictory findings on the cost benefit element of adapting GSCM in organizations and also no clear theory how combine elements affect to gain competitive advantage. Thus the study is based on 5 objectives; the primary objective was to identify the impact on GSCM on competitive advantage on business organizations in Sri Lanka. Questionnaires were distributed by using convenience sampling method to collect primary data from 30 organizations that are practicing green practices in Sri Lanka. Secondary data also gathered from the organizations. The data were analyzed using descriptive analysis, correlation coefficient, and simple regression model. The results of the study indicate that there is a strong positive relationship between GSCM and competitive advantage. And also there is a positive relationship with both cost benefit and customer value enhancement elements separately. The results show that rather than focusing on one factor to gain competitive advantage it's better to apply both cost benefit and customer value enhancement simultaneously, to secure a superior competitive advantage. These study's findings are helpful to managers to adopt GSCM practices and to motivate to adopt green practices. Especially to sustainable economic growth in Sri Lanka and to protect the environment, greening the supply chain is very beneficial.

Keywords: Green Supply Chain Management, Cost Benefit, Customer Value Enhancement, Competitive Advantage, Supply Chain