

AN EMPIRICAL STUDY OF THE INDIAN AUTOMOTIVE INDUSTRY'S EFFECT ON KEY SUCCESS CRITERIA FOR ADOPTING GREEN SUPPLY CHAIN MANAGEMENT TOWARDS SUSTAINABILITY

Harish Kumar*

* Lecturer,
Department of Mechanical Engineering, Faculty of Engineering,
Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, INDIA
Email id: harish.engineering@tmu.ac.in

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ABSTRACT

The management of 'sustainable' supply chain problems is gaining a lot of interest from academics and business. Organizations that integrate ecological and societal issues into their business strategy have found sustainability to be a major concern. As a result, this article examines the significance of Critical Success Factors (CSFs) in implementing Green Supply Chain Management (GSCM) for long-term sustainability, using the Indian automotive sector as a case study. The suggested framework's predicted connections were put to the test by examining data from 123 Indian automotive companies. Using multiple regression analysis, this research looked at the effects of CSFs to adopt GSCM towards sustainability on existing green practices in the Indian automotive sector and anticipated organizational performance results. According to the findings, the 'Regulatory' CSF is the one that plays the most important role in promoting green practices. The CSFs 'Internal Management' and 'Competitiveness' are critical in achieving anticipated performance results. The current study will help practitioners and managers better understand various GSCM implementation issues and improve their practices and performance in the direction of long-term sustainability.

KEYWORDS: *Critical Success Factors (CSFs), Descriptive Statistics, Empirical Investigation, Green Supply Chain Management (GSCM), Multiple Linear Regression Analysis, Questionnaire based Survey.*

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