



CRITICAL ATTRIBUTES ON GREEN SUPPLY CHAIN STRATEGY IMPLEMENTATION: THE CASE OF A INDONESIA AND PHILIPPINES MANUFACTURING

Ahmad Hidayat Sutawidjaya*

Faculty of Economic and Business
Universitas Mercu Buana
Indonesia
a.h.sutawidjaya@mercubuana.ac.id

*Corresponding Author email: a.h.sutawidjaya@mercubuana.ac.id

Submitted: 26 November 2021

Revised: 30 December 2021

Accepted: 10 January 2022

Peer-review under responsibility of 7th Asia International Conference 2021 (Online) Scientific Committee

<http://connectingasia.org/scientific-committee/>

© 2022 Published by Readers Insight Publisher,

Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad, Pakistan,

editor@readersinsight.net

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).



ABSTRACT

The importance of the role of Supply Chain Management in improving company performance continues to increase from year to year. Green supply chain management as the integration of environmental thinking into supply chain management, including product design, material purchasing and supplier selection, manufacturing processes, delivery of final products to consumers and also product management after their useful life. The manufacturing industry has an important role in the economy of Indonesia and the Philippines, this is because this industry has great potential for domestic trade as well as international trade, but this development is accompanied by a growing awareness of environmental issues. The largest contribution to the creation of pollution and waste in the manufacturing industry is caused by the logistics sector. This research was conducted at automotive companies in Indonesia and the Philippines. The research is focused on analysing the implementation of supply chain management using the Green Supply Chain Operations Reference (GSCOR) with the aim of critical attributes on green supply chain strategy so as to create improved management performance. The biggest contribution of green logistics consists of green transportation, green warehousing and green packaging, where these three factors will be analysed using the Green SCOR method. The purpose of this research is to find out the critical attributes of green supply chain strategy that has been implemented, to know the value of green performance, to provide suggestions for improvements that should be made to increase the value of green performance in the company.

Keywords: *Green Scor Method; Green Logistics; Green Supply Chain Management Strategy; Sustainability Supply Chain Management*