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B.A. (Hons) Logistics Management

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**A study of the relationship between Green Supply Chain factors and  
Operational Performance in Manufacturing Industries in Malaysia**

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### Abstract

In recent years, environmental issue has gained increasing awareness among industries in Malaysia. Green supply chain management is a concept gaining popularity in the region and emerged as a key approach for organizations to become environmentally sustainable. This paper aim to evaluate various factors in green supply chain management and thereby indentifies the factors that are critical to operational performance in manufacturing firms in Malaysia. The study also endeavours to examine potential influence between green supply chain factors and operational performance among the sample. For this purpose, a conceptual model was constructed from literature sources and data collected using structured questionnaire distributed to a sample of manufacturing firms in Malaysia. A total of 60 usable questionnaires were obtained in this study. Pearson correlation and multiple regression analysis were conducted to test the result. Major findings in this paper show that raw material, packaging and product design, and process optimization have positive impact towards operational performance, in which process optimization appears to be the most dominant factor. However, the analysis indentified that supplier integration has no significant effect towards operational performance in a manufacturing firm. Future research is suggested to empirically test the relationship demonstrated in this paper in different industries, with larger sample size to make cross-sectoral comparisons, which are not possible in the context of this study.

*\*Keywords: Green supply chain, environmental impact, operational performance, manufacturing firms, Malaysia.*