Chapter 16
Green Retailing:
A New Paradigm in Supply Chain Management

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ABSTRACT
Sustainable development with ecological protection has gained global significance across society because of continuing environmental degradation. It causes green supply-chain management to be an area of interest among researchers and practitioners. Existing literature related to green supply chain indicates that most of the scholarly works have been limited to the manufacturing context and retailing has not been paid enough attention. It signifies that integrating green policies into retail sector is a new potential area of research from academicians’ and practitioners’ point of view. This chapter discusses about the drivers, barriers, different dimensions, issues, existing environmental practices and policies adopted by leading retailers, future research avenues, different green policies adopted by various organizations and government bodies in the area of retailing. Thus it facilitates researchers, industry practitioners, policy makers to find the existing works, new research opportunities as well as to improve practices and policies.

INTRODUCTION
Over the last three decades, sustainable development with ecological protection has gained significant significance due to a number of factors like global warming, resource depletion, water pollution, carbon emission, soil erosion and so on. Previously, the environment has been highly affected by the firms’ profit maximization objective without considering the environmental concerns and government’s negligence about environmental policy. The world has experienced dire consequences of these myopic measures several times. ‘Bhopal disaster,’ one of world’s largest chemical
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Industrial accidents in 1984, took around 5200 lives (Bhopal Gas Tragedy Information report). This tragic incident occurred due to the chemical gas leak from a pesticide plant in Bhopal managed by Union Carbide India Limited. The explosion at the Chernobyl nuclear power plant of former USSR in 1986 brought life threatening challenges to the civilization (IAEA report, 2006). The release of radioactive material from a nuclear reactor jeopardized the livelihood. In 2010, Oil spill in the Gulf of Mexico caused extensive damage to wildlife habitats (Gulf Oil Spill report). These catastrophes impel governments, organizations, different official bodies to pay attention in designing a suitable policy taking both economic development and environmental sustainability into account. An example of increasing level of green activities is presented in Figure 1 which depicts the growth of the global investment in renewable energy sources over the years (Eyraud & Clements, 2012).

Different nations and organizations have employed various policy measures to combat with environmental challenges. Several countries have adopted ‘carbon trading’ scheme to reduce emission. i.e. A regulatory mechanism where firms or countries buy and sell carbon permits (Lazarowicz, 2009). The programmes like “Pollution Prevention Pays” (3P) 3M and “Waste Reduction Always Pays” (WRAP) initiated by 3M and DOW, respectively indicate that the firms have recognized the importance of environmental friendly practices (Segerson and Miceli, 1998). Problems like resource marginalization, toxic waste overflow, increasing pollution level have become matters of concern for all the players within and outside the boundary of the supply chain. These circumstances inevitably give rise to the idea of green supply chain management. It emerges from environmental science and supply chain management. Srivastava (2007) defines green supply chain management as ‘integrat-

Figure 1. Growth of global investment in renewable energy sources

Renewables rising
Global investment in renewable energy sources has been growing quickly since the early 2000s, except for a brief dip during the height of the recession.

(billion dollars)

Source: Bloomberg New Energy and Finance.
Note: Renewables include solar, wind, biofuel, and biomass, but not hydropower.
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