Chapter 8
Integrated Sustainable Supply Chain Management: Current Practices and Future Direction

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ABSTRACT

In today’s sustainable world the thinking should be what is the life cycle costs, resources or supply chain process. The rapid industrialization had caused negative impact on the environment because of the increase in the pollution, waste, and rapid consumption of natural resources. This chapter is reviews the previous literature on current practices and future direction of Sustainable Supply Chain Management (SSCM), thus, it can increase practitioner’s understanding of the importance and value of sustainable supply chain practices. A wide literature review is conducted to identify the relative important factors constitute of Sustainable Supply Chain Integration framework. Content analysis is introduced and applied for reviewing literature reviews of supply chain management, published in English-speaking peer-reviewed journals between 2000 and 2014. A descriptive evaluation of the

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Integrated Sustainable Supply Chain Management

*Sustainable Supply Chain Management (SSCM) emerges as a new systematic environmental approach in supply chain management. SSCM has been increasingly accepted and practices by forward-thinking organization. The current changing in environmental requirements that influenced manufacturing activities had increased attention of scholars and practitioners in developing environmental management strategies for the supply chain. The growing importance of sustainable supply chain management is driven largely by the escalating deterioration of the environment, expanded legislation, intensified global competition, and value-seeking initiatives. Generally, adding the ‘green’ component to supply chain management involves addressing the influence and relationships between traditional supply chain management and the natural environment. As a result, sustainable supply chain management assists to lower the environmental impact of a firm, enhance its business efficiency, and possibly create major competitive advantages through operations and innovations.*

Most organizations are paying attention to go greener their business strategy and practices as concern to environmental sustainability. They have realized the greater benefit of the green technology adoption in business operation, which also affected company eco-system included suppliers, distributors, retailers and other supporting companies such as third party logistics (3PL). As a result, sustainable supply chain management emerges as a new systematic environmental approach in supply chain management and has been increasing accepted and practices by forward-thinking organization (Zhu & Sarkis, 2004).

The current changing in environmental requirements that influenced manufacturing activities had increased attention in developing environmental management strategies for the supply chain (Beamon, 1999). Thus, the concept of sustainable supply chain integration arises as a new systematic approach and becoming an important factor for business activities today. Zhu (2010) claimed that sustainable supply chain can be regarded as an environmental innovation. By integrating the ‘green concept and sustainability to the supply chain’ concept, it has created a new research agenda where the supply chain will have a direct relation to the environment and economic.
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