

Impact of Green Supply Chain Management Practices on Economic Performance in the Context of Sri Lankan Food & Beverage Industry

Evidence from Galle District

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Abstract

The emerging global context accentuates green supply chain management beyond traditional supply chain practices emphasizing its positive consequences on businesses and the environment. Hence, it has become imperative to investigate the impact of green supply chain management practices on economic performance. Notwithstanding, there is a dearth of studies conducted to determine the effect of GSCM practices and economic performance in the Sri Lankan context. Food and beverage firms in Sri Lanka have been considered as the population of the study. In contrast, 100 food and beverage firms located in the Galle district have been selected as the sample of the study using convenience sampling techniques that are actively adopting green practices. A structured questionnaire which consisted of demographic questions and scale questions was distributed to relevant respondents and collected data were analyzed via SPSS software employing both descriptive and inferential analysis with correlation and regression analysis. According to study findings, green purchasing, eco-design, reverse logistics, and investment recovery have a positive significant impact on economic performance while internal environmental management does not show any statistical significance with economic performance. Continuing green purchases, adopting eco-friendly materials and packaging, recycling, reusing, and reducing wastage provide valuable insight for industry leaders who seek sustainable models in the food and beverage industry as they directly affect economic performance. Further, this study provides valuable insight into the interconnection between GSCM and economic performance in the context of developing nations.

Key Words: *Eco-design, Economic performance, Food and Beverage industry, Green Supply Chain Management*

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