

INTER-ORGANISATIONAL COMPARISON OF GREEN SUPPLY CHAIN MANAGEMENT USING ANALYTICAL HIERARCHY PROCESS (AHP)

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Abstract

The Green Supply Chain Management (GSCM) is growing issue in companies of developing countries. GSCM has emerged as a key approach for automobile manufacturing industries seeking to become Environmentally Sustainable (ES). The companies facing difficulties to measure the performance, drivers and practices within organization and inter-organization. It is very challenging and complex task to evaluate and compare performance of GSCM for designing a standard multiple performance measurement tools for evaluating and comparing the performance of GSCM in organization. This paper supports decision method known as Analytic Hierarchy Process (AHP) is applied to develop the relationship among performance measurement criteria as Internal EM (IEM), Green purchasing (GP), Customer cooperation (CC), Investment recovery (IR), Eco-design (ECO), deriving their respective weights, then evaluate and rank selected for GSCM performance measurement (PM) with respect to prescribed criterions. The five performance of GSCM, were subjected to 5 criterions and 18 sub criterions with diverse metrics.

Keywords: Green Supply Chain Management (GSCM), Analytical Hierarchy Process (AHP), decision-making, performance measurement (PM), performance measurement criteria.