

Abstract

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DRIVERS and BARRIERS FACING ADOPTION OF GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN EGYPTIAN FOOD and BEVERAGE INDUSTRY

Green Supply Chain Management (GSCM) has become an initial key factor for corporate sustainability. Many researches had investigated its practices adoption drivers and barriers globally. Cost reduction, brand image development and gaining a competitive advantage were the main drivers which encouraged corporate to adopt GSCM practices. Lack of resources, supplier resistance to change and lack of awareness were found to be the main concern behind adopting GSCM practices. Unfortunately, in spite of the importance of GSCM there is a paucity of researches which investigated drivers and barriers facing GSCM practices adoption in Egyptian industrial sectors. This research is intending to identify drivers and barriers of GSCM practices adoption in Egyptian Food and Beverage Industry (EFBI). Undertaking qualitative approach, 16 EFBI companies represented by 31 participants have been investigated through a questionnaire and a focus group. The research depended on descriptive analysis to conclude results. Analysis of questionnaire was based on company size and local versus international orientation. Research analysis indicated that organization values is the main driver for adopting GSCM practices in EFBI while lack of resources and lack of governmental support represented the main barriers facing adoption of GSCM practices in EFBI. This research settled primary road signs for corporate seeking GSCM practices adoption in EFBI and researchers who show interest in sorely investigating GSCM practices adoption in Egyptian Food and Beverage Industry.