

# 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 &#97;&#110;&#100; barriers globally. Cost reduction, brand image development &#97;&#110;&#100; gaining a competitive advantage were the main drivers which encouraged corporate to adopt GSCM practices. Lack of resources, supplier resistance to change &#97;&#110;&#100; 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 &#97;&#110;&#100; barriers facing GSCM practices adoption in Egyptian industrial sectors. This research is intending to identify drivers &#97;&#110;&#100; barriers of GSCM practices adoption in Egyptian Food &#97;&#110;&#100; Beverage Industry (EFBI). Undertaking qualitative approach, 16 EFBI companies represented by 31 participants have been investigated through a questionnaire &#97;&#110;&#100; a focus group. The research depended on descriptive analysis to conclude results. Analysis of questionnaire was based on company size &#97;&#110;&#100; local versus international orientation. Research analysis indicated that organization values is the main driver for adopting GSCM practices in EFBI while lack of resources &#97;&#110;&#100; 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 &#97;&#110;&#100; researchers who show interest in solely investigating GSCM practices adoption in Egyptian Food &#97;&#110;&#100; Beverage Industry.