

COVID-19 Pandemic Impacts within the Context of Green Supply Chain Management Practices

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Abstract:

Supply chain management (SCM) had an intermedial role throughout the COVID-19 pandemic, as the emergence of the health crises derangedal most the entire supply chain. This manuscript aims to determine whether or not enterprises utilizing green supply chain management (GSCM) applications, which attracted enormous attention along with the revival of environmental awareness, exploited the buffer impact within the concept of COVID-19 pandemic. Certain empirical analysis results indicate that the GSCM-practicing enterprises faced lower adverse stock returns throughout the pandemic. According to the stakeholder theory, this manuscript also make effort to explicate the association among GSCM, corporate social responsibility (CSR), and corporate performance.

Keywords: Green Supply Chains, COVID-19, Stakeholder Theory

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