

Preface

The urgency of reducing the environmental impact of human activities and conserving natural resources has been recognized and considered one of the key agenda items of many organizations. While firms are investing in environmental management, collaborative efforts across supply chain partners are needed to achieve desirable results. This book presents theory-driven discussions on the link between environmental management and business performance in the context of supply chain management. This book provides knowledge from the research findings and real-life cases that helps managers and students develop plans to implement environmental management practices jointly with supply chain partners. This book serves as a good reference to practitioners and students to understand how to manage supply chains to improve business as well as environmental performance. This book consists of five chapters covering topics on environmental management, environmental management practices with supply chain efforts, collaborative environmental management, organizational capabilities in environmental management, and closed-loop supply chains.

By introducing the concept of environmental management in a supply chain management context, organizations consider their environmental impact in the various stages in a supply chain, ranging from product design, cleaner production, distribution, to end-of-life product treatments in order to reduce waste, replace use of harmful materials, recycle, and reuse. To achieve these ends, the involvement of suppliers and customers is critical as they are taking part in a supply chain. The involvement of suppliers and customers requires collaborative efforts, including environmental information sharing, operational adaptation across processes, integration, and understanding of market preferences.

In addition to supply chain collaboration for environmental management, this book also discusses the importance of environmental disclosure that publicizes information related to organizational efforts in deterring environmental impact, while communicating with supply chain partners on their positioning in environmental protection. As green advertising is an approach of environmental disclosure, this book also discusses the research findings of the performance impact of

green advertising. While organizational capabilities also play important role in environmental management, the importance of intra-organizational integration, environmental innovativeness, and environmental adaptability to business and environmental performance is discussed with case examples.

The four co-authors of this book have substantial research experience in the area of environmental management and supply chain management. The discussion of the subjects in this book was their experience and research findings.

Environmental Management
The Supply Chain Perspective

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