

Preface

The book titled “Green and Lean Management” covers the issues related to green and lean management in a context where organizations are facing, day after day, high challenges in what concerns the items related to the reuse, recycling, waste reduction, add value, low costs and time of production, sustainable behavior, among others, not only in an environmental perspective but also, and more and more frequently, in an organizational perspective. Today’s organizations no longer can develop their practices based on the existent paradigms. On the contrary, it is necessary a completely break of these paradigms, walking to a total change of mentalities in the way how we manage the different organizational activities. Taking into account, this reality lean management appears as a management philosophy focused in productivity improvement in order to create value to the organization and their different stakeholders through waste reduction. Understood as a critical factor, this concept is able to be applied not only in the industry sector, but also in other different services, whatever we are in the private or public domain. At the same time, organizations are more and more concerned with the environment where they are established as well as with their social responsibility. This led them to the use of environmental and organizational friendly processes able to reach the necessary sustainability, which is seen as the strategy which allows them to keep the organization profits on high levels in the future. Once again, this way of thinking led us to another critical item like green management. Organizations that “think green” are organizations where change and innovation is a reality allowing them to gain more competitive advantages. Green management is important because not only the organization can see a relevant improvement in its team members’ commitment as it is easier for them to attract and retain top talent. Parallel to the innovation stimulus, green management also contributes to reduce costs, to improve relationship with the different stakeholders—customers, suppliers, media, government—to reduce absenteeism and turnover as well as to promote greater productivity. Green and lean management is a new way of manage and think the organization, making them more strategic and competitive in the markets where they are present.

Conscious of this reality, this book looks to contribute to the exchange of experiences and perspectives about the state of the research related to green and lean management as well as the future direction of this field of research in ten chapters. The first chapter discusses “[Green Supply Chain, Logistics, and Transportation](#).” The second chapter contains information about “[LP Impacts on the Neoliberal Political-Economic Context](#).” The third chapter covers “[Lean and Agile Supply Chain Management: A Case of IT Distribution Industry in the Middle East](#).” In the fourth chapter, “[Lean Thinking in Non-profit Organizations](#)” is described. Subsequently, the fifth chapter covers “[How to Learn Up from Lean Management in Health Services? HRM, Leadership and Relational Coordination](#).” The sixth chapter contains information on “[Examination of Service Quality Gaps: Evidence from State Bank of India](#).” The seventh chapter describes “[Application of Fuzzy QFD for Environmentally Conscious Design of Mobile Phones](#).” The eighth chapter focuses on the “[From New Public Management to New Public Services: Challenges for Hospital Governance and Lean and Hybrid Management](#).” In the ninth chapter, “[Educational Impact on Attitudinal Responses of Employees: Banking Industry Perspective](#)” is discussed. Finally, in the tenth chapter, “[Corporate Social Responsibility Role in SMEs: A Critical Way of Thinking in Green and Lean Management Arena](#)” is presented.

Finally, it is important to say that this book is designed to increase the knowledge and effectiveness of all those that are interested in developing a management system that looks to meet the needs of a transforming organization in all kind of organizations and activity sectors.

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