

## Research Student Seminars

**Monday 25 May 2009  
10:00 – 11:00**

**SEERC Seminar Room  
SEERC Bldg**

### **“Design and Implementation of Green Supply Chain Management in Emerging Environments: The manufacturing sector in Greece”**

by

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#### **ABSTRACT**

Green supply chain management (GSCM) is seen as a modern concept of management practices attempting to integrate environmental concerns to all stages up and down the supply chain. In a globalized market the environmental performance criteria extend beyond the single firm to its entire supply chain network across national borders. GSCM is still a relatively new area of research in the countries of South East Europe and there is a gap of theoretical and empirical research for this region. The aim of this exploratory research is to attain through multiple case studies a clearer and scientifically-based understanding of the way how green business processes can be implemented in the supply chain of manufacturing enterprises in Greece and how they affect companies' environmental, operational and economic performance. The study aims to identify critical success factors and propose a framework for creating successful GSCM practices in a country with an emerging environmental sensitivity. The findings of this research will contribute to the perception how GSCM practices can be seen as fundamental in future industry performance.

**The seminar series is open to all members of *staff and students* of CITY and to *public* that wish to attend.**