

Sustainable Supply Chain Management and Business Performance

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Abstract

Supply chains have become increasingly complex due to globalization, technological advancement, and growing stakeholder expectations regarding sustainability and responsible business practices. Organizations are under increasing pressure to ensure that supply chain activities align with environmental, social, and economic sustainability objectives. Sustainable Supply Chain Management (SSCM) has therefore emerged as a strategic approach for integrating sustainability considerations into procurement, production, logistics, and supplier relationships. This study examines the relationship between sustainable supply chain management and business performance.

The research reviews contemporary literature relating to sustainability, supply chain management, operational performance, and stakeholder theory. Particular emphasis is placed on environmentally responsible sourcing, ethical supplier management, waste reduction initiatives, resource efficiency, and sustainable logistics practices. The study investigates how sustainability-oriented supply chain strategies contribute to organizational competitiveness and long-term value creation.

The findings indicate that sustainable supply chain practices positively influence operational efficiency, risk management, brand reputation, and stakeholder relationships. Organizations implementing SSCM initiatives often achieve cost savings through resource optimization and process improvements while simultaneously reducing environmental impacts. Furthermore, sustainability-focused supply chains contribute to stronger supplier collaboration and improved organizational resilience.

The analysis also highlights challenges including implementation costs, supplier compliance issues, data transparency concerns, and regulatory complexities. Successfully managing these challenges requires strategic commitment, stakeholder collaboration, and continuous monitoring of sustainability performance. The paper concludes that sustainable supply chain management represents an important strategic capability that supports both business performance and broader sustainability objectives.

The study contributes to understanding how organizations can balance economic performance with environmental and social responsibilities within increasingly interconnected global supply networks.

Keywords: Sustainable supply chain management, Sustainability, Business performance, Supply chain strategy, Resource efficiency, Stakeholder management, Sustainable development