



Book Review: Advertising and Promotion: Green Supply Chain Management: A Concise Introduction, Joseph Sarkis and Yijie Dou (Routledge, 1st Edition (2018) Pages: 188).

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Organizations have come to realize that to most effectively manage the environmental burdens caused by industry and commerce, they need to look beyond just their most immediate operations and processes. Organizations need to consider their supply chain both upstream and downstream. The supply chain encompasses various activities i.e., purchasing, raw material extraction, manufacturing, transportation and distribution, warehousing, wholesaling, retailing, consuming, and reverse logistics. Therefore, the supply chain is one of the major economic and business activities in any country and globally as well. Numerous research findings underscore that a significant portion of the environmental issues stems from supply chain processes, particularly in the realms of manufacturing, transportation, distribution, and consumption.

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Indeed, supply chains are indispensable for human survival, as they facilitate the fulfillment of essential necessities and desires, encompassing food, clothing, housing, and various other goods and services. Without these intricate networks, human existence would be significantly compromised. Therefore, it is imperative to establish a mechanism that harnesses the potential of supply chains while minimizing or preventing environmental damage and pollutants. Green Supply Chain Management (GSCM) stands as the internationally recognized approach to address the pressing environmental challenges arising from supply chain operations across diverse contexts. GSCM can be achieved by considering environmental issues at the purchasing, product design and development, production, transportation, packaging, storage, disposal, and end-of-product life cycle management stages. Given that the book “*Green Supply Chain Management: A Concise Introduction*” authored by Joseph Sarkis and Yijie Dou imparts crucial knowledge to scholars and industry professionals alike, a comprehensive review of this seminal work is deemed imperative.

This book consists of eight chapters which are arranged systematically and sequentially in order to explain and demonstrate the step-by-step process of GSCM and its practices. It enables readers to clearly understand what GSCM is and how it can be implemented within supply chains for the purpose of preventing or minimizing environmental burdens to the planet. Therefore, this book review carries on considering its chapter-by-chapter for a clear understanding of its timeliness and importunacy. The reviewer adopted the academic approach in reviewing this book as adopted by Peiris et al. (2020), Iddagoda and Dewasiri (2021), and Hartley (2006).

CONTENT

Chapter One: In this chapter, the focus is on understanding the factors driving organizations to embrace green initiatives, which often surpass legal mandates. The discussion explores environmental challenges faced by organizations, society, and nature. It provides insights into supply chains, emphasizing their evolution toward closed-loop systems, where materials and information flow in circular patterns to promote environmentally friendly practices within green supply chains.

In this chapter, the book delves into internal environmental practices and examines the challenges hindering green initiatives. It provides a

comprehensive definition of Green Supply Chain Management (GSCM) and outlines the business case for adopting GSCM strategies.

Chapter Two: Chapter two has been reserved for eco-design and supplier relationships. Therefore, this chapter clearly explains important issues in Eco-Design i.e., definitions of eco-design, tools supporting product eco-design, the drivers of involving suppliers in product eco-design, the challenges of involving suppliers in product eco-design, success factors of involving suppliers in product eco-design, and managing supplier involvement in product eco-design.

Eco-design plays a crucial role in creating a sustainable future, as the environmental impact of products and processes is largely determined in these initial stages. Many global companies have embraced eco-design to stay competitive, driven by both legislative regulations and market demands related to environmental concerns. It emphasizes that all companies should integrate eco-design into their product development processes. Additionally, the involvement of suppliers in eco-design has gained recognition and popularity, serving as a method to enhance both eco-design and economic performance of products. Hence, this chapter has furnished in-depth insights into eco-design, advocating for its widespread adoption among manufacturers. By employing eco-design techniques, companies can mitigate environmental impact, ensuring their sustainable presence in the market as environmentally responsible entities.

Chapter Three: Chapter three discusses Green Procurement and Purchasing. The purchasing function encompasses the process of finding and obtaining materials from suppliers to fulfill the requirements for delivering a product or service. It involves tasks like choosing suppliers, selecting materials, negotiating deals, managing deliveries, handling inventory, and to some degree, participating in the design process. This chapter emphasizes that purchasing should be based on environmental conservation rather than profit maximization through using hazardous materials that are harmful to the environment.

Chapter Four: This chapter explains definitions of green supplier development, green supplier development practices, a green supplier development process model, barriers for implementing green supplier development, and enablers for implementing green supplier development.

Therefore, the chapter discusses the increasing pressure on companies to address their suppliers' environmental issues. It emphasizes the importance of green supplier development and collaboration as a strategic approach to enhance suppliers' environmental capabilities. The chapter outlines the three types of green supplier development practices and presents an eight-stage process model. Additionally, it addresses the barriers and enablers of implementing green supplier development. The chapter aims to assist industrial managers in understanding these challenges and provides practical guidance through a process model and a list of Green Supplier Development Practices (GSDPs) to improve suppliers' environmental performance. The previous chapter explained the importance of green procurement, however, green procurement cannot take place without green supplier developments. Hence, each green concept has been presented in this book demonstrating their direct combinations and relationships to a clear and deep understanding for readers and users.

Chapter Five: Chapter five discusses green logistics and transportation. Hence, the chapter highlights the environmental challenges posed by transportation and logistics activities in supply chains. These activities are among the most environmentally burdensome in any supply chain. Understanding the environmental implications and opportunities for making transportation and logistics more eco-friendly can be advantageous both environmentally and economically. The chapter emphasizes that transporting materials through a supply chain involves energy consumption, waste generation, and pollutant emissions. These environmental burdens stem from operations, technologies, facilities, and worker behaviors. The chapter explains the way of effectively managing these factors to significantly reduce the ecological footprint of supply chains. Given that logistical activities significantly contribute to greenhouse gas emissions, the methods outlined in the book for managing these activities hold paramount importance for stakeholders. Implementing these strategies is vital in minimizing environmental emissions and fostering a sustainable future.

Chapter Six: Chapter six has been reserved for "*Closing the Loop,*" and under that, the chapter discusses Reverse Logistics and a Circular Economy. Therefore, it describes the definition of reverse logistics, functions, and activities within reverse logistics, driving forces for reverse logistics, managing reverse logistics functions, and an overview of the circular economy.

This chapter explains the importance of reverse logistics and closed-loop supply chains in making supply chains more environmentally friendly. These activities involve reusing products, reducing resource depletion, saving energy, and minimizing waste, contributing to environmental preservation. However, the development of these practices has been limited compared to traditional forward supply chains. Reverse logistics processes are complex and uncertain, often considered as afterthoughts and cost centers. As markets and infrastructure advance, seamless reverse logistics and remanufacturing networks are expected to become more common. The chapter also highlights the need for cooperation at various levels (organizations, communities, consumers, and governments) and the development of policies at different global, regional, and local levels to institutionalize these environmentally sustainable practices within the circular economy framework.

Chapter Seven: This chapter explains the global and local relationships. Therefore, the chapter concentrates on globalization theory and relationships to green supply chains, drivers for globalization and their relationship to greening supply chains, levels of analysis for green supply chains, and a boundaries perspective.

This chapter explores the relationship between globalization and the greening of supply chains, emphasizing the importance of thinking globally while acting locally for effective environmental policy and management. It underscores the significance of local internal practices within organizations, which can be aggregated and guided by policies to enhance green supply chain practices. Moreover, the chapter introduces different levels of envisioning green supply chain practices, providing insights for managers to plan organizational strategies in various environments. These levels are also valuable for researchers and policymakers, helping them understand the interactions between different levels of analysis.

Chapter Eight: Green multitier supplier management is discussed in this chapter. Hence, the chapter mainly focuses on the definitions and challenges of green multitier supplier management, the drivers of implementing multi-tier green supplier management, the enablers of multitier green supplier management, the different implementation approaches of multitier green supplier management, and managing the multitier green supply chain.

This chapter delves into the challenges of Global Manufacturing Sustainability Management (GMSM), addressing aspects like reasons for adoption, barriers, enablers, implementation, and maintenance activities. It highlights the evolving nature of GMSM and the valuable learning opportunities for companies and stakeholders engaged in the process. While some factors overlap with other chapters, the chapter emphasizes unique issues, including effective communication, enforcement, investment, and development of green initiatives across multiple tiers of manufacturing.

This book delves into GSCM practices in order to give knowledge and a clear understanding of readers and users. Since the environmental problems created through various supply chains should be overcome, this book provides a sufficient and invaluable contribution to the relevant parties to achieve environmental preservation. Furthermore, the authors' endeavors to present practical case studies serve as an invaluable resource, allowing specific parties to acquire insights into real-world challenges. What sets this book apart from many others is the authors' meticulous review of numerous scholarly articles, all meticulously cited at the end of each chapter. Given that the primary audience comprises academics and students, a valuable addition would be incorporating several review questions at the conclusion of each chapter.

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