

Role of Strategic Orientation Dimensions of Green Supply Chain Management Practices in Jordanian Manufacturing Companies

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Abstract

Despite the growth of dimensions in previous studies on drivers for the adaption of Green Supply Chain Management (GSCM), previous studies have not suitably explored the role of strategic orientation dimension as driver of GSCM adaption. However, the purpose of this research is to examine the Environmental Orientation (EO) and Green Information Technology Orientation (GITO) as dimensions to the strategic orientation on the accreditation of Green Supply Chain Management adaption. A survey of 250 large manufacturing organizations operating in Amman (Jordan) carried out, with 139 usable participants obtained. This study is a quantitative research approach. The results show that the strategic orientation was positive and significant to the adaption of GSCM overall. In particular, EO, GITO had significant and positive influences on GSCM adaption. EO and GITO are highly recognized as the material resource and backbone for running the business smoothly. To the researcher's knowledge, this is the first study that experimentally examines the Environmental Orientation (EO) and Green Information Technology Orientation (GITO) as dimensions to the strategic orientation on the accreditation of Green Supply Chain Management adaption in manufacturing organizations operating in Amman, Jordan. Additionally, this study attempts to narrow the gap in the available literature, it contributes to the literature on GSCM through the use of resource-based view theory and explores the relationships of the strategic orientation dimensions of organization resources with GSCM.

Keywords: Green supply chain management practices, Strategic orientation, Environmental orientation, Green information technology orientation, Jordan.

Introduction:

Jordan is an interesting case as it has developed a national plan for green growth with the support of donors, thus showing willingness to move towards a green economy and pursue green growth while achieving sustainable development ⁽¹⁾. This was reflected in the job of the Jordanian government to a large extent in implementing the green economy through the implementation of some regulatory decisions such as the Green Investment Law, the Renewable Energy Law and other laws dealing with the green economy ⁽²⁾. Therefore, the strict laws of the Jordanian government to protect the environment from the perspective of increasing global warming and pollution; Manufacturing organizations are required to follow GSCM practices, and manufacturing organizations have increased their efforts to implement ISO 1400 ⁽³⁾. Currently, both multinational and national manufacturing organizations are committed to adopt green practices. Further, the society legitimacy has also compelled organizations to implement green practices ^(4, 5). As a result, green supply chain management (GSCM), which integrates environmental issues into supply chain management (SCM), is increasingly being implemented by Jordanian organizations thus

forcing a new reality in the direction of industrial organization managers in the planning process to achieving environmental performance ^(6, 3). In addition, the GSCM adaption is still lacking in research especially in the context of Jordan ^(7, 8). The concept of the green supply chain is an interdisciplinary issue that primarily arises from building environmentally friendly management practices in the context of supply chains. For theory and practice, however, there are multidimensional characteristics of investigation in GSCM practices such as conceptualization and implementation of strategic implications for green manufacturing measures ^(9, 10, and 11). According to ⁽¹²⁾ GSCM was generated with the idea of including environmental thinking in supply chain management. It includes manufacturing processes, product delivery, material sourcing and selection, stages from product design, and end-of-life management of the product. As can be understood from the definition, it can be said that GSCM has a very wide application field⁽²⁾. Indeed, despite the growing in the number of studies examining GSCM in various dimensions in the past years, the fact that this concept is very broad and its definition and meaning are still in disagreement ^(6, 2).

As a consequence, GSCM adaptation not only reduces environmental impact, but also enhances organizational competitiveness and social and economic performance, and ensures sustainable development^(13, 14, 15). Strategic orientation is a popular and widely recognized field in the business management literature^(16, 17, and 18). Strategic orientation is an organizational action in which valuable resources are brought together and are used for creating sustainable competitive advantage and create appropriate behaviors for the continuous superior performance of its business^(16, 19). However, the implementation of strategic orientation in manufacturing companies is still^(20, 21). One research gap in the current study is that there are limited insights and guidance on how to achieving these promised benefits⁽²²⁾.

In recent years, there are growing studies on drives of GSCM adaption^(23, 15). The linkage between strategic orientation and GSCM adaption has been investigated in existing past studies^(23, 24). But, a few studies are to assess the strategic orientation on practices of GSCM adaption. In other words, the practical and theoretical literature lack an overarching strategic orientation perspective to implement GSCM. Nevertheless, this research is among the initial attempts to recognize the antecedents of GSCM company-wide in the form of strategic orientation. In contrast, this study is one of the first studies on strategic orientation on GSCM adaptation practices conducted in Jordan, in particular.

Green Supply Chain Management Practices

The concept of the green supply chain is an interdisciplinary issue that emerges primarily from the performance of environmental management practices in the context of supply⁽²⁶⁾. According to⁽²⁷⁾, GSCM is based on the literature on both environmental management and supply chain management. Adding the "green" element of supply chain management (SCM) primarily involves addressing the impact and relationships between SCM and the natural environment, and assistance organizations gain strong potential for sustainable organizational performance⁽²⁷⁾. GSCM emerged as a response to the problems of pollution, efficiency improvement, and energy inefficiencies⁽¹¹⁾. At the same lines, the definition and scope of GSCM has varied widely in previous studies, from green procurement to integrated green supply chains that flow from supplier to factory to customer to reverse logistics^(12, 28). Some studies studying this field have declared the lack of a comprehensive framework model for the dimensions of GSCM adaptation together^(11, 29). However, It can be seen that GSCM has often been conceptualized by the 3R "waste hierarchy", "reduce", "reuse", and "recycle"⁽²⁾. Kim and Min⁽³⁰⁾ noted that GSCM integrates eco-friendly practices into its supply chain activities, including material sourcing, design, product development, transportation, manufacturing, warehousing,

packaging, retrieval, disposal, and end-of-life management. In addition, Green et al.⁽⁴⁾ say that GSCM will encompass eco-design, eco-procurement, green distribution, eco-packaging, environmental management, total quality management, and product end-of-life initiatives. According to Zhu et al.⁽³²⁾ GSCM practices comprise green, purchasing internal environmental management, investment recovery, and Eco-design and customer cooperation. Younis et al.⁽³²⁾ also classified practices of GSCM into reverse logistics, environmental cooperation, and eco-design. Finally, Abdallah & Al-Ghwayeen⁽²⁾ discussed practices of GSCM in cooperation with a customer, eco-design, internal environmental management, and green purchasing. Based on the previous discussions, there is disagreement about adaption of Green Supply Chain Management (GSCM).

In this study, the most commonly discussed practices in the previous studies have been approved, namely, environment management, eco-design, and customer cooperation^(2, 4, and 33). However, Environment management is a systematic process consisting of a set of internal and environmental policies, environmental impact assessments, quantifiable environmental objectives, action plans, responsibilities, and checks through the regular audit of these elements^(2, 4). Eco-design is explored widely in the GSCM practice. Eco-design focuses on environmental and user-specific considerations in the design and delivery of products and services. The scope of ecological design is wide, and the concept has been explored in many studies^(15, 33). Customer cooperation has also been explored in many studies, it refers to "the extent to which organizations work closely with their customers to incorporate environmental considerations into the products and services of the organization, as well as to institute recycling and product returns initiatives"^(4, 33).

Strategy Orientation

Strategy orientation is a significant factor for each organization to achieve its vision and mission without a clear strategic orientation, the organization cannot run its business in the long term⁽³⁴⁾. According to Habib et al.⁽²⁴⁾, strategic orientation has a critical role to facilitate integrated product development processioning and coordination between the supplier and the consumer.

Several antecedents however, to GSCM practices are well established in the past studies, including strategic orientation^(18, 35, 36, and 37). Strategic orientation can be covered in seven dimensions of orientation: market orientation, environmental orientation, organizational orientation, technology orientation, supply chain orientation, entrepreneurial orientation, and learning orientation^(38, 39, 34, and 40). By contrast, antecedents to Strategic orientation have been given little attention⁽³⁴⁾. Previous studies confirm that more attention is needed to understand the impact of strategic orientation dimensions;

because they represent strategic orientation and behaviors that are implemented throughout the organization (and the supply chain) to create superior performance^(38, and 35). However, to measure strategy orientation, following an extensive literature analysis, we have selected environmental orientation and technology orientation as a dimension to strategic orientation. They will be discussed in the next section.

Environmental Orientation

Environmental orientation is defined as “the extent to which a company integrates ecological issues into its business strategy to reduce the harmful effects of its business-related activities on the natural environment”. According to Chan⁽³⁵⁾, firms must realize and incorporate environmental concerns into corporate operations for managing environmental issues. The destination is to reduce the company's impact on the environment. Banerjee⁽⁴¹⁾ divides EO to external and internal factors; Externality is related to how companies respond and meet the expectations of external stakeholders on environmental issues; as for the internal, it is related to the organization's internal values, ethical standards, and commitment to protecting the environment. According to Wong et al.⁽²⁸⁾, the need for companies to integrate environmental management into GSCM practices has recently been recognized. However, there is a lack of the theoretical grounding and conceptual framework that guides such efforts to leverage resources and capabilities across supply chain partners. They illustrated how stakeholder and RBV theory can be used to explain an integrative approach of environmental management in supply chains as resources and capabilities in the organizations.

In recent years, some studies have found a positive and significant relationship between environmental orientations and the practices of GSCM adaption^(16, 38, and 33). Among these studies, Bu et al.⁽¹⁶⁾ conducted a study from 247 CEOs of Chinese small and medium-sized enterprises (SMEs). They found a positive association between internal and external environmental orientations of GSCM. Their findings indicate that an environmental strategy focused on GSCM is an effective way for companies to respond to pressures from various external stakeholders (e.g., government agencies, communities, and customers). Their findings indicate that also the environmental ideology initiated by corporate leaders may become the company's culture, values, and beliefs. Additionally, Kirchoff et al.⁽³⁸⁾ found that environmental orientation (internal, external) capabilities are a strong key success factor behind the GSCM adaption success in any manufacturing organization in the 367 supply chain managers-manufacturing, Ghana. More broadly, survey data from 432 Taiwanese and Chinese public corporations by the Chu⁽¹⁷⁾ suggest that both internal and external environment orientations are apposite on green

SCM. The high loading provides evidence that successful environmental and social management practices need to be supported by a corporate environmental and cultural-economic culture or orientation. Finally, a survey of 200 manufacturing and extractive firms operating in Ghana was conducted by Nkrumah et al.⁽³³⁾ stream that environmental participation capabilities had positive and significant effects on GSCM adaption. To achieve high levels of GSCM adaption you must seek to involve departments, managers, employees in the implementation of GSCM. Thus, we anticipate that firms that have environmental orientation (internal, external) capabilities have a higher adaption of GSCM practices. Based on these experimental findings, the first hypothesis to be tested is:

H: Environmental orientation (internal, external) capabilities lead to GSCM adaption.

Green Information Technology Orientations

Today, the use of IT is considered a prerequisite for the effective control of complex supply chains. Information technology (IT) can be both the problem and the solution to environmental sustainability. IT also presents opportunities for companies to greenish information technology and/or increases their efficiency in the use of resources. Recent research has greatly emphasized the importance of green information technology in industrial companies⁽⁴²⁾ and the use of green information technology develops a GSCM, besides, competitive advantage and enhances performance, and green information technology is strategic endeavors of the external and internal directions of sustainable development of the company⁽⁴³⁾. It is not easy for competitors to also repeat the improvement of sustainable development capabilities of enterprises. Empirical evidence, by Yang et al.⁽⁴³⁾, supports both GSCM and GIS as the result of strategic planning has impacts on operational and economic performances in their study in surveys of 55 peer-reviewed articles until May 2014⁽⁴²⁾, which revealed that very few authors deal with Green IT and GSCM. However, the current state of Green IT research for a wide area of the GSCM is still quite pervasive. So far, there appears to be no standardized survey of academics as to how Green IT is seen to drive sustainability at GSCM.

Many studies conducted in different contexts recently^(42, and 44) on the role of green IT for green SCM have been highlighted. For example, Piotrowicz and Cuthbertson⁽⁴⁵⁾ emphasize the need to consider the effects of sustainability in assessing IT capabilities systems. Kim⁽⁴⁶⁾ recognizes the potential of IT adaption can be materialized only through enhancements in the coordination activities of the partner. Khan and Qianli,⁽⁴⁷⁾ connected green IT and the supply chain in the context of Pakistani manufacturing firms. It asserts that green information

technology is the backbone of overall green systems because the green information system is integrating and coordinating across internal and external (supply chain management). The results of the manufacturing and service firms published by the Taiwan Stock Exchange Corporation study by Wu et al. (44), showed an important link between information sharing and collaboration. Their findings propose that green IT can help organizations pursue profitability goals and sustainability at the same time. Managers must realize that green IT can be financially rewarding and not just a feel-good factor. Another similar topic, a survey of 225 large for-profit US firms by Byrd and Davidson (48) results, revealed a positive relationship between IT impact and supply chain. At the same level, Marinagi et al. (49) results show that crucial role of IT practices and techniques on the establishment of a sustainable competitive advantage based on Supply Chain Management in the 76 manufacturing firms in Greece. Savita et al. (50) found that the green component of IT and IS were poorly attended and disregarded to an extent in the process of greening the processes, operations, or entire business in the manufacturing companies located in the region in Malaysia. However, based on these experimental findings, the second hypothesis to be tested is:

H2: Green information technology orientation capabilities lead to GSCM adaption.

Conceptual Framework

Based on the original RBV and literature view, Green information technology orientations and Environmental Orientation were employed to investigate the accreditation of Green Supply Chain Management adaption. Figure (1) depicts the proposed study conceptual framework.

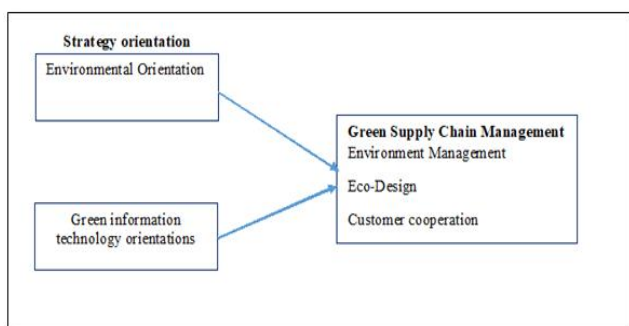


Figure1: Proposed study model

Methodology

The population of the study consisted of all managers of the manufacturing sector, which is considered one of the main pillars and components of the Jordanian national economy, and this is evident through its direct contribution to the gross domestic product, which amounts to about 25%, which is 10 billion dinars. The Manufacturing sector in Jordan registered in Amman, has amounted to 619 companies (51). The sample of the study consisted of 250 managers sekaran table, 250 questionnaires delivered to managers by hand and email, 139 were valid to statistics, and representing a response rate of 55%. Participants should be familiar with the green activities of their supply chain; hence, they should have a title such as Marketing Manager, Purchasing Manager, Supply Chain Manager, Vice President, or CEO/President.

The study variables were developed using measurement scales approved from previous studies. Adjustments were made to fit the study population. Three dimensions of GSCM practices (9-items) consist of environmental management, eco-design and cooperation with customer were adapted from (2, 6, and 8). For Environmental Orientation dimensions (5-items) were adopted from (16, 19, 20, 38, and 52). Green information technology orientations, dimensions (5-items) were adapted from (44, 45, and 49). This study used a 5-point Likert scale for the questionnaire, to reduce the level of intensity participants and feeling expressed without confusion. The measurement items of all the construct's sizes range from 1—"strongly agree" to 5—"strongly disagree" are selected (53, 54, and 55).

Analysis and findings

4.1 Profile of participants

Table 4.1 shows that the majority of participants (89) were male versus 11% female. Experience groups in years (5-10) and (0 <5) show a cause for more than two-thirds of the sample (74%). With regard to the division of participants by educational level, the table shows that the majority of respondents 55% (75) have a bachelor's degree, 30% (42) are a master. For the work position, the result was 43% to have General Manager/CEO and 18% GM/Senior Manager frequently. Regarding the type of industries, where the percentages were equal for all industries, see the table that shows this.

Table (4.1): Profile of the Sample

Type	N	%
Gander		
Male	124	89
Female	15	11
	139	100
Education		
	9	6

Bachelor	75	55
Master	42	30
Doctorate	13	9
	139	100
Experience in Years		
<5	38	27
5.1–10	66	47
10.1–15	15	11
15.1–20	12	10
>20	8	5
	139	100
Work Position		
Production manager	20	14
supply chain manager	16	12
purchasing manager	18	13
GM/senior manager	25	18
MD/Director/CEO	60	43
	139	100
Type of Industry		
Chemicals	35	25
Electrical	33	24
Plastic and rubber	31	22
Pharmaceutical	25	18
Other industry	25	18
	139	100

Descriptive Analysis

From Table 4.2, the mean values for GSCM and Green information technology orientation and Environmental orientation fall in the range of 3.8 and 4.4. Obviously, this points out that participants perceived high level of GSCM offered and they perceive their manufactories are high in Green information technology orientation and environmental orientation.

Table (4.2): Descriptive Statistics for Dimensions of Variables

Variables	M	SD
Green supply chain management	4.4	.80
Green information technology orientation	4.1	.67
Environmental orientation	3.8	5.9

Measurement Model

As stated in previous studies, although the borrowed measures confirm their discriminatory and convergent validity, it is necessary to re-examine the validity of these measures. Because this study was conducted in the Jordanian context, while the previous studies almost were conducted in the West. In order to ascertain whether the measurements used in this search have constructive validity. A factor of exploratory analysis was performed on all items measuring green supply chain management adaption, environmental orientation, and green IT orientation.

Factor Analysis Result

For factor analysis purposes, the items in the questionnaire are grouped into components. The component was measuring Supply Green Chain Management Dimensions, Environmental orientation, and green IT orientation of the questionnaire. Findings of the research were analyzed using the Statistical Package for Social Sciences (SPSS) version 24.0 for Windows. FA was conducted to locate the constructs in combination with the principal components as a method of Extraction and Varimax rotation. The results for each factor analysis carried out are summarized in tables (4.3, 4)

Factor and Reliability Analysis on GSCM Dimensions

Factor analysis was performed on the GSCM dimensions showing a KMO value of .82, exceeding the recommended value of .60⁽⁵⁵⁾ and Bartlett's test for Sphericity was highly significant (p = .00), which supports the susceptibility of the correlation matrix factors. Furthermore, close examination of the individual MSA value revealed that all items had values within the acceptable range, which is between .89 and .73. As shown in Table 2.4, the factor loading ranges between .89 and .73. Reliability (Cronbach's alpha), which indicates high reliability (.91). Showing support for the inclusion of all items of the scale.

Table (4.4): Result of Exploratory Factor of Strategic Orientation Dimensions

Items	Component
Environmental orientation	

EO1	.88
EO2	.85
EO3	.78
EO4	.71
EO5	.70
Green information technology orientation	
MO1	.90
MO2	.88
MO3	.80
MO4	.75
MO5	.72

Correlation Analysis

Table (4.5) presents a summary of the finding of the correlation analysis. Correlations of Pearson's coefficients were calculated to secure an understanding of the relationship between all variables in the research. The values of the correlation coefficients (r) given in Table (4.5) explain the strength of the relationship between the variables. In addition, the overall correlation values of the variables show correlation coefficients with positive values above 35.

Table (4.5): Pearson Correlations of Study Variables

	EO	EO	SCO	TO
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EO	1.0			
EO	.38(**)	1.0		
SCO	.36(**)	.64(**)	1.0	
TO	.35(**)	.56(**)	.66(**)	1.0

Note. Environmental orientation (EO), Green information technology orientation (GITO), Green supply chain management (GSCM)

** Correlation is significant at the 0.01 level (2-tailed).

Regressions

In order to answer the research question on the environmental orientations and green information technology orientation that Green supply chain management dimensions, regression analysis was undertaken on the predicted environmental orientations and green information technology orientation and Green supply chain management Dimensions.

The table shows that the f value of .31 (p<.05) indicates that the overall Strategic orientation Dimensions is significantly influencing overall Green supply chain management Dimensions. However, the model is rather weak with Green supply chain management Dimensions explaining 14.2 percent of the variation (R = .18) in Green supply chain management Dimensions Therefore, hypothesis is supported.

Table (4.6): Relationship between overall SO and GSCM Dimensions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	F	Sig.
1	.389(a)	.184	.142	.74699	1.391	31.083	.000(a)

Predictors: (Constant), mean_ overall SO Dimensions. B Dependent Variable: mean_ GSCM Dimensions

Table 4.6, shows that the relationship between Strategic orientation (environmental orientations and green information technology orientation) and Green supply chain management Dimensions is significant (F = 31.707; Sig. = .00). The R2 obtained explains that the influencing variables account for 70% of the variation in Strategic orientation. Of all the factors comprised in the regression equation, environmental orientations and green information technology

orientation emerged as significant predictors of Green supply chain management. Based on these results, hypotheses H1, and H2 are supported. However, as revealed in Table 4.7, Based on the BV of the environmental orientations and green information technology orientation significant variables mostly influence on Green supply chain management environmental orientations ($\beta = .424$), and green information technology orientation ($\beta = .382$).

Table (4.7): Relationship between SO and GITO and GSCMG Dimensions

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (constant)	275	304		905	.368		
Environmental Orientation	386	094	.424	4.234	.000	.307	5.252
Green information technology orientation	.318	080	.382	4.091	.000	.452	2.842

Discussion

Based on the RVB, this search develops a framework to assess the relationship between strategic

orientation and GSCM adaptation. In other words, this study investigates the relationship between Environmental orientations and Green information technology orientation on GSCM in the

manufacturing sector in Jordan. The findings of the study revealed a positive and significant relationship between strategic orientation and GSCM adaptation in general. Consistent with Nkrumah et al. ⁽³³⁾, the results revealed that green capabilities recognized with GSCM accreditation relationship are highly supported.

This research found a significant relationship between environmental orientation and GSCM adaptation in the Jordanian manufacturing sector. The finding of this search revealed the essential role of environmental orientation in determining the success of GSCM. The study results are consistent with several studies in different contexts ^(17, and 20) which showed that environment trends to positively influence the success of GSCM. In the present study, the research found significant relationship between Green information technology orientation and GSCM adaptation. In other words, between Green information technologies orientation could predict continuous improvement GSCM adaptation in Jordanian manufacturing sector. This finding supports previous studies such as those done by Savita et al., ⁽⁵⁰⁾ who investigated the relationship between green IT and GSCM processes and operations in the region in Malaysia. In another study, Thöni & Tjoa, ⁽⁴²⁾ found green IT to be related to supply chains adaption.

Theoretical Implication

In several ways, this research contributes to strategic orientation and literature of the GSCM: the findings of this research offer novel and important implications for business managers and academic researchers regarding environmental issues in the originations. Moreover, it helps researchers and academics to explore and adopt a broader context of GSCM practices with a strategic orientation, both in theory and techniques.

The research contributes to the literature by empirically demonstrating the importance of strategic orientation in driving GSCM adaption, a topic that has been weakly experimentally examined in previous studies as mentioned above. This study highlights the important role that organizations' strategic orientation plays in driving the level of GSCM adaption. More specifically, the internal and external environmental orientations and green information technology orientation capabilities of organizations have been emphasized as key green capabilities that must be developed to ensure success in GSCM adaption and enhance organizational performance.

This research also enhances the literature by providing visions into the level of adaptation of the GSCM among the Jordanian manufacturing sector and the extent to which these systems have developed environmental orientations and green IT orientation capabilities to support GSCM adaption. Both GSCM adaptation levels and the presence of green abilities

were found to be above average in this study. In addition, the research presents a new vision about the drivers for adopting GSCM in the Jordanian environment and the Middle East, a topic that has not been previously studied in Jordan to the best of the researcher's knowledge ^(5, 10, and 23) and allows for comparison with current and future studies of other regions. Overall, the major contribution of this research to the current literature provides opportunities to define the interaction between strategic orientation and adaption of GSCM practices.

Managerial Implication

This study demonstrated the impact of the role of strategic orientation on the GSCM in the context of a developing country like Jordan. This study is expected to support the decisions of managers in Jordanian organizations either to adopt GSCM practices or to modify and enhance their existing practices. Senior management in Jordanian manufacturing organizations should strive to meet environmental standards (such as ISO 14001) to enhance the implementation of green supply chain management and improve its performance in their organizations. Our research findings will help managers know their strategic orientation and willingness to create or improve their manufacturing system in adaption with GSCM practices. To our knowledge, this is the first attempt to explain green information technology orientation as a technology to drivers that influence GSCM implementation. In light of this, our research findings will help, that the use of the information technology plan and the support of the information technology managers are all linked to the impact of information technology in the adaption and implementation of GSCM in Jordanian manufacturing organizations.

Conclusion and Limitations:

This research has some limitations. First, the study was conducted on Jordanian manufacturing organizations. Data were collected from respondents for each company "top or middle management", which limits the generalizability of the study ⁽⁵⁴⁾. Second, this study has direct effects on strategic orientation and the relationship of the GSCM. Future research may focus on moderator and mediate in the strategic orientation and relationship of the GSCM, as well as GSCM practice and organizational performance more broadly. Third, the data collection of the study was limited to the manufacturing sector in Jordan, and therefore the results of the study may not be applied or generalized to other sectors or countries. In light of this, we call for further research to examine whether the strategic orientation is a driver for GSCM adaption in another sector or country. Therefore, academics or researchers can consider these variables to include other sectors or regions.

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دور أبعاد التوجه الاستراتيجي لممارسات إدارة سلسلة التوريد الخضراء في شركات التصنيع الأردنية

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الملخص:

على الرغم النمو في دراسة ممارسات ادارة سلسلة التوريد الخضراء، الا ان الدراسات السابقة اشارة ان البعد التوجه الاستراتيجي لم يكتشف بشكل ملائم كعامل مؤثر او محرك في تبني ادارة سلسلة التوريد الخضراء في قطاع الصناعي في الاردن. لذلك، ان الغرض من هذه الدراسة هو استكشاف تأثير التوجه البيئي و التوجه تكنولوجيا المعلومات الخضراء كمؤشرات للبعد التوجه الاستراتيجي في تبني ادارة سلسلة التوريد الخضراء. استخدمت الدراسة منهج الوصف التحليلي، وتكون مجتمع الدراسة من كافة المدراء في شركات المقاولات الأردنية في مدينة عمان ذات التصنيف كبيرة الحجم والبالغ عددها (250) شركة. وبعد اجراء الدراسة المسحية تم استرداد 139 استبانة قابلة للتحليل. كشفت الدراسة ان العلاقة بين التوجه البيئي و التوجه تكنولوجيا المعلومات الخضراء كمؤشرات للبعد التوجه الاستراتيجي في تبني ادارة سلسلة التوريد الخضراء ذات تأثير إيجابي و مهم. خلصت الدراسة الى التوصية بضرورة تبني ممارسات ادارة سلسلة الخضراء و اخذ البعد الاستراتيجي (التوجه البيئي و تكنولوجيا المعلومات الخضراء) كمصادر للشركات في وضع الخطط و رسم السياسات. جاءت الدراسة ايضا لمحاولة تضييق الفجوة في الدراسات السابقة ، وكذلك تساهم مع الأدبيات السابقة تبني ابعاد ادارة سلسلة التوريد الخضراء من خلال استخدام النظرية القائمة على أساس الموارد وتكتشف علاقات أبعاد التوجه الاستراتيجي لموارد المنظمة مع ابعاد ادارة سلسلة التوريد الخضراء .

الكلمات المفتاحية: ممارسات إدارة سلسلة التوريد الخضراء ، التوجه الاستراتيجي ، التوجه البيئي ، توجيه تكنولوجيا المعلومات الخضراء ، شركات التصنيع الاردنية.