

Green Logistics Management and the Performance of Chinese Manufacturing Exporters

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Abstract: The value chain of many business enterprises is increasingly required to demonstrate the profitability of their primary activities, starting from inbound logistics to operations, outbound logistics, marketing sales, and finally to services. To strive for higher profit gains, Chinese manufacturing exporters have begun to recognize the value of greening these activities. The adoption of green logistics management (GLM) presents an opportunity for them to respond the escalating expectation of the international community for resources conservation and to achieve environmental performance profitably. Results based on

survey data from 128 Chinese manufacturing exporters indicate that customer pressure is a significant factor determining their extent of implementing GLM, and the implementation is positively associated with the exporters' environmental, financial, and operational performance. Contrary to our expectation, we found that both environmental regulations and economic pressure have no association with the GLM implementation.

Keywords: Green Logistics Management, Manufacturing Exporters, Developing Economy