

# Supply Chain Environmental Management: Beyond Supplier Involvement

楊振隆, 林錦煌

Technology Management

Management

clyang86@chu.edu.tw

## Abstract

The concept of working with supply chain parties to improve manufacturing sustainability is referred to as Supply Chain Environmental Management (SCEM) or greening the supply chain. Several leading companies (e.g., Xerox, GM) have shown that SCEM can bring not only environmental benefits but also business benefits. The literature has established the premise that supplier involvement can play an important role in a successful EM. Meanwhile, there is emerging evidence indicating that a successful EM program may need support or participation from other supply chain partners. This paper proposes that companies must include not just suppliers, but customers, peers, government, and the community. SCEM is a new paradigm implying that companies wanting to reap the greatest benefits from their EM processes must integrate other members of the supply chain into these processes. The preliminary result of a case study shed light on what supply chain partners could get involved in a firm's environmental management. A discussion of what managers could do to promote the collaboration with supply chain partners in improving environmental management is also offered.

Keyword :