

Green Supply Chain in the Context of Chinese Characteristics

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Abstract. With the formation of globalization alert system and the increasing demand of the international community to alleviate environmental pressure, the concept of green supply chain management (GSCM) has been gradually given attention to, making SCM a field of sustainable development has become one of the industry's rigid needs. At the same time, in order to strike a balance between environmental friendliness and economic growth (including higher profits and lower costs), in today's highly competitive global market, some multinational companies are improving their competitiveness by establishing a network of suppliers all over the world. This paper aims to explore whether there are differences between the implementation of Chinese enterprises & multinational companies operating in China's green supply chain (GSC) in the context of Chinese business and the mainstream GSCM system in the western countries.

Like many developing countries globally, China is still in its infancy in the study of GSCM. The concept of GSCM is interpreted differently in different industries in China, and the driving factors and standards for implementing GSCM are also different. Under such circumstances, it is difficult for enterprises to naturally integrate environmental management concepts, green and environmental protection into their daily operations. Although some large companies have implemented active GSCM internally, most companies are only beginning to consider external GSCM activities after the international Common Certification. The internal driving factors are the decisive factors for implementing green supply chain management in China. The importance of external stakeholder pressure in GSCM in China needs further study. This paper explores why GSCM has become notable in China to enable enterprises to invest in China to achieve green change in line with China's national conditions. It will not only allow companies to enable China's environmental protection to be better implemented. At this point, no matter as similar enterprises or suppliers, Chinese enterprises should start to develop GSCM strategy to make their supply chain system greener and more competitive.

Keywords: Supply chain; Green Supply Chain Management (GSCM), China; environmental protection

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