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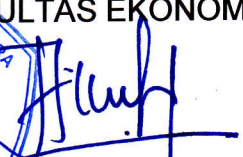
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A Scoping Review of Green Supply Chain and Company Performance

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Abstract

Environmental pollution is a serious problem that can cause the extinction of living things on earth if it is not addressed immediately. Implementing a green supply chain is one form of company attention to answer these demands. This research aims to analyze the influence of green supply chains on company performance. This research was carried out using the literature review method by reviewing various previous studies contained in various electronic journal or literature search databases. The results of this research found that the green supply chain is an important strategy for achieving sustainable development for companies. The biggest driving factors for implementing a green supply chain usually come from outside the company, namely government regulations and environmentally conscious customers. Companies must also evaluate product design and production techniques and presentation in order to produce products that are more environmentally friendly.

Keywords: Supply Chain, Green Supply Chain, Company Performance.

1. Introduction

In this era of globalization, many new companies have emerged in similar fields, causing business competition to become increasingly fierce. Today's business competition is not just ordinary competition, but has reached the level of competition between supply chains by adding value to products and services. In global competition, environmental aspects influence a company's economic results. Companies not only achieve significant savings, but also increase sales, market share and use new marketing opportunities to increase profit margins, all of which contribute to the company's financial performance (Rao and Holt, 2005). One of the biggest challenges in the industrial world is ensuring that customer needs are met, business operations run smoothly and goals are achieved without damaging the environment. This challenge is an important issue in the industrial world that is needed to immediately implement sustainable practices in the supply chain. to meet the company's social, economic and environmental needs (Purnomo et al., 2019). Rapid economic growth and massive industrial expansion have caused people to tend to consume and use natural resources more quickly than before. At the same time, development and the resulting pollution cause enormous environmental damage, which can damage the ecology (Fleury and Davies, 2012).

Environmental pollution is a serious problem that can cause the extinction of living things on earth if it is not addressed immediately. Several sectors that continue to grow and contribute to global environmental degradation include industrial processes, transportation, waste, agricultural products, electricity generation, biogas cultivation and burning, fossil fuels, housing, tourism and others (Rohdayatin et al., 2018a). Every company cannot simply ignore this environmental problem, but must take responsibility for waste so that it can reduce environmental pollution. Companies that care about the environment influence high consumer awareness, so that the level of competition in the market is no longer focused on quality, price and delivery, but on environmental issues. This certainly requires companies to pay serious attention to supply chain management.

Green Supply Chain is the management of various activities to obtain raw materials and distribute final products to retailers, wholesalers and then the results of these goods will be sent to customers or consumers who have been distributed to markets. Green Supply Chain aims to eliminate or minimize waste (energy, gas emissions, hazardous chemicals and other waste) in the supply chain (Hidayat et al., 2023).

The performance measurement system is a process of monitoring and controlling, communicating organizational goals to functions in the supply chain, understanding how the organization's position is reactive to roles and achieving specified goals to increase competitiveness (Mustaniroh et al., 2019). Green Supply Chain is a sustainability performance measurement concept that integrates environmental aspects into the supply chain flow, starting from product design, raw material procurement, production operations, product delivery to consumers, and product end use