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SUSTAINABLE SUPPLY CHAIN MANAGEMENT IN MALAYSIAN SMEs: PERSPECTIVES FROM PRACTITIONERS

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Abstract

This study was aimed at eliciting the perception of practitioners on sustainable supply chain management in small and medium enterprises (SMEs). A total of 15 companies from the SMEs in Malaysia were selected. 5 of these companies serve as suppliers to larger firms within and outside Malaysia, another 5 as manufacturers, and the rest as reverse logistics companies (collectors and recycling plant operating companies). All the companies were selected based on their involvement in sustainable supply chain management. A structured interview was conducted to uncover their perceptions and challenges in sustainable supply chain management. Feedback from the conducted interview revealed that most of the practitioners from these companies believe that sustainable supply chain management requires well-structured and efficient supply chain integration. In essence, this study enhanced the understanding of the requirements for an efficient sustainable supply chain management in the SMEs of a developing country and sustainable manufacturing in general.

Keywords: practitioner, SME, supply chain, sustainable supply chain management

Received: June, 2012; Revised final: January, 2014; Accepted: January, 2014

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