

Ranking of Performance Measures of GSCM towards Sustainability: Using Analytic Hierarchy Process

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Abstract : During recent years, the natural environment has become a challenging topic that business organizations must consider due to the economic and ecological impacts and increasing awareness of environment protection among society. Organizations are trying to achieve the goals of improvement in environment, low cost, high quality, flexibility and more customer satisfaction. Performance measurement frameworks are very useful to monitor the performance of any organization. The basic goal of this paper is to identify performance measures and ranking of these performance measures of GSCM performance measurement towards sustainability framework. Five perspectives (Environment, Economic, Social, Operational and Cost performances) and nineteen performance measures of GSCM performance towards sustainability have been identified from extensive literature review. Analytical Hierarchy Process (AHP) technique has been utilized for ranking of these performance perspectives and measures. All pair comparisons in AHP have been made on the basis on the experts' opinions (selected from academia and industry). Ranking of these performance perspectives and measures will help to understand the importance of environmental, economic, social, operational performances, and cost performances in the supply chain.

Keywords : analytical hierarchy process, green supply chain management, performance measures, sustainability

Conference Title : ICMMME 2014 : International Conference on Mechanical, Materials and Mechatronics Engineering

Conference Location : Madrid, Spain

Conference Dates : March 27-28, 2014