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“Conceptualizing firms’ sustainability strategy through
green logistics”



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Abstract

The role of logistics has, over the last decade, evolved into a significant determinant in the operations of businesses. This study deals with green logistics, especially about the environmental sustainability in the logistics industry in Islamabad, Pakistan. The main objective of this study is to analyse the main reasons for companies located in Islamabad, Pakistan to practice green logistics and to give some constructive advice to promote the environmental sustainability of these companies' green logistics systems. Analysing 200 respondents from managerial staff revealed that successful green logistics practices would lead to higher sustainability. The highly positive and significant relationship has been witnessed among the variables of Sustainability Strategy, Green Transport Operations, Green Transport Procurement, Logistics Effectiveness and Logistics Efficiency in the logistics industry of Islamabad which further indicates that all these indicators are necessary for increasing the performance of the industry.

Key Words: *Sustainability, Green Logistics, Green Transport, Green Procurement, Logistics Effectiveness, Logistics Efficiency*

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I have the pearl of my eyes to admire blessing of the Compassionate and Omnipotent because, the words are bound, knowledge is limited and time is short to express His dignity. I avail this opportunity to bow my head before ALLAH almighty in humility, Who has given me the wisdom and perseverance for completing this piece of report. I invoke peace for Holy Prophet Muhammad (P.B.U.H), Who is forever torch.

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DEDICATION

**Heartedly and humbly dedicated to my lovely and
beloved mother who is my true and real source
of aspiration throughout my life and whom I always
find beside me and her shadow above my
head to protect me from every
evil and abhorrent eye**

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LIST OF Abbreviations

ANOVA.....	Analysis of Variance
CFA.....	Confirmatory Factor Analysis
CNG.....	Compressed Natural Gas
CSCMP.....	Council of Supply Chain Management Professionals
GSCM.....	Green Supply Chain Management
GTO.....	Green Transport Operations
GTP.....	Green Transport Procurement
ISO.....	International Organization for Standardization
LEF.....	Logistics Efficiency
LET.....	Logistics Effectiveness
LNG.....	Liquefied Natural Gas
NGO.....	Non-Governmental Organization
SCM.....	Supply Chain Management
SEM.....	Strategic Environmental Management
SS.....	Sustainability Strategy