

Empirical Analyses of Relationships between External Driving Force and
Organizational Performance for the Adopted Green Supply Chain
Management - An Example of Taiwan' s Hybrid Electric Vehicles

王明郎, 林妙玲

Industrial Management

Management

marlon@chu.edu.tw

Abstract

In recent years, the green management has become an indicator of industry. Being not the unique goal in management of one enterprise which is devoted to R&D, production and sale, the creation of maximum profits has been replaced by the sustainable green management. With Hybrid Electric Vehicles (HEVs) taken as the object to be studied, this research is intended for (1) Realizing the adopted green supply chain management practice for the green issue in Taiwan' s HEV market; (2) Realizing the principal external factors involved in the adopted green supply chain management practice for the green issue in Taiwan' s HEVs market; (3) Investigating the relationships between the green supply chain management practice adopted in Taiwan' s HEV market and the external driving force or the organizational performance.

Keyword : Hybrid Electric Vehicles (HEVs), Green Supply Chain Management, External Driving Force, Organizational Performance