

Challenges of forming green supply chain-lessons from The EU environment  
directives

楊振隆, Chwen Sheu

Technology Management

Management

clyang86@chu.edu.tw

Abstract

Research and industry practices have supported the concepts and the benefits of green supply chain. Yet the extant research has not studied the issue of forming a green supply chain across the national boundaries. For multinational firms, integrating various organizations, suppliers or manufacturers, from various countries and cultures to form a green supply chain is a challenging issue. Any organization in an international supply chain is or will be affected by the ripple effect of regulatory and non-regulatory environmental requirements. Using the recent EU environmental directives (WEEE and RoHS) as examples, this paper intends to explore issues and challenges pertaining to greening an international supply chain. A preliminary survey was conducted among 112 high-tech firms in Taiwan to review their current practices and preparation for the EU directives followed by a case study of six firms to identify specific challenges for meeting the directives in light of green supply chain management.

Keyword : Supply chain management, Green supply chain, and Manufacturing sustainability International management, Environmental management