

International Conference on Leadership, Technology and Innovation Management

Green business for sustainable development and competitiveness: an overview of Turkish logistics industry

Ali Özgür Karagülle^{a*}

^a*Istanbul University, İstanbul, 34320, Turkey*

Abstract

Competitiveness is a key issue for private companies. Logistics companies also operate under the pressure of competition. In order to deal with the challenging business atmosphere, private companies seek for new ways to provide a sustainable development strategy. Environmental concerns have an important place in the sustainable development strategies. They can be evaluated within the corporate social responsibility concept which may have an impact on the competitiveness ability of private companies. Especially for logistics companies, environmental issues are highly important. Therefore green policies have become strategic for them. Competitiveness levels of private companies may be affected by green policies as a result of regulations regarding environmental concerns.

Keywords: Green business, logistics, sustainable development, competitiveness

© 2012 Published by Elsevier Ltd. Selection and/or peer review under responsibility of The First International Conference on Leadership, Technology and Innovation Management Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

1. Introduction

Sustainable development is one of the pillars of strategic management. Companies aim to survive and earn above the average as they compete with their rivals. Besides an ongoing cut-throat competition, companies start to give more importance to the future. Especially, economical and equitable use of resources has been one of the most fashionable approaches. Companies started to give more attention to environmental concerns as they aim to secure future existence of their resources and business. The

*Corresponding Author. Tel: +90-212-473 70 70 / 19200 Fax: +90-212-473 72 48

E-mail address: ozgurk@istanbul.edu.tr

increasing awareness and consciousness of managers about the ‘future’ of the World, force them to imagine and implement environmentalist managerial applications in order to protect natural resources.

Logistics is a key function which affects the success of a company. With its important role, logistical decisions become critical to gain competitive advantage. Furthermore, resources can be used economically and company can create value for its customers. Logistics activities can be observed at all stages of production and they consume resources such as fuel. The green logistics applications can increase competitiveness and help companies to contribute to the sustainable development of environment.

2.Green Business in Logistics

2.1.What is “Green” Business?

Green business can be defined as business practices which are evaluated to be environmentally friendly. These practices might include the use of organic and natural products to build its facilities, tighter protections against emissions, environmentally responsible sourcing of supplies and designing organizations and processes in order to efficient and economical use of resources. Green business is to adopt principles, policies and practices that improve the quality of life for customers and protect resources.[1] Using renewable energy resources, enhancing material recyclability, reducing toxic dispersion are all eco-efficient practices while doing green business[2].

Managing a green business can be considered as a cost unit or as an opportunity for saving money. It can be integrated to daily operations at a different level of environmental consciousness. Furthermore, the organization can develop approaches on the leading edge of current environmental practice and thinking as a pioneer [3]. Most of the managers suppose they have to make a choice between planet and profit, but with proper understanding of environmental issues, this dilemma can be considered as a win-win situation[4].

2.2.Green Logistics

Green practices in logistics industry can be examined under several dimensions. Firstly, fuel consumption and emissions are related with green logistics. Logistics companies especially transporters are tend to use less fuel consuming vehicles. As a function of green logistics, green transportation can be defined as transportation service that has a lesser or reduced negative impact on human health and the natural environment when compared with competing transportation services that serve the same purpose [5]. There are so many regulations which target to minimize emissions. Efficient use of transport resources which aimed at the selection of vehicle types, consolidation of freight flows and selection of type of fuel

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات