

## IMPACT OF GREEN SUPPLY CHAIN MANAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE FOOD SERVICE SECTOR

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### ABSTRACT

*The food supply chain encompasses multiple stages, including farming, production, packaging, distribution, and retail. Efficient organization of the supply chain necessitates careful coordination and statement among all parties involved, such as suppliers, manufacturers, distributors, and retailers. It is a complex system that the global community relies on to ensure food safety, sustainability, and security. There are various perspectives on green supply chain management, which involves adopting a lifecycle approach to maximize environmental, social, and economic benefits through activities like material selection, product manufacturing, sales, and material recovery. The food and beverage industry plays a crucial role in the hospitality sector. Not only does it expand the offerings for customers, but it also serves as a significant source of income for many hospitality establishments. Providing food services can be a highly rewarding endeavour for hotels, resorts, and other venues. This study holds importance for the management and staff of food service firms as it provides insights into green supply chain practices that can be leveraged to enhance the performance of food and beverage companies. The government, regulators, and policymakers can utilize the study's findings to develop effective policy documents that can boost the performance of food and beverage firms. Ensuring a sustainable future food supply in the face of falling ordinary resources, climate change, rapid urbanization, shifting demographics, and a growing global population is a global challenge.*

**Keywords:** Firms, Industry, Organization, Food, Services.

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### Introduction

To determine how Chennai's food service companies performed with green supply chain management strategies. The suppliers, transporters, warehouses, retailers, and customers themselves are all part of the supply chain, which is made up of all the entities involved in completing a client request. Cox (1999). Organizations that implement green supply chain management practices evaluate the cost of waste in their operating systems, demand that suppliers take steps to ensure the environmental quality of their products and assess the environmental performance of their suppliers Hand field et al (2002) on the performance of green supply chain management strategies.

A study on organizational performance and green supply chain management techniques in the electronics industry was conducted by Sang et al. in 2012. Green design, purchasing, manufacturing/processing, production, marketing, recycling, and material source are some of the GSCM operations listed by Hervani et al. (2005). Product design, procurement and selection of materials, production procedures, consumer delivery of the finished product, and end-of-life management following its useful life.

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Today's globe is seeing a shift in emphasis toward sustainable energy, green products, green technologies, and organic foods. Green goods or actively participate in choosing more environmentally friendly options Arshad Ali (2020). Additionally, it has been noted that consumers are prepared to pay a premium for environmentally friendly items, which presents the government with a significant chance to implement more eco-friendly policy reforms (Peattie, 2001). According to Keles and Bekimbetova (2013) empirical study on Chinese consumers, attitude is one of the three fundamental factors underlying all purchasing behaviour.

There are frequently environmental risks associated with the use of technology in manufacturing enterprises. Green supply chain management has made the use of green information systems a key component in the effort to eradicate environmental problems. The procedures, software, and other relevant technologies that support a company's sustainable performance and advance its social, organizational, environmental, and individual goals are included in the environmental sustainability of the green information system (Recker, 2016). In green information systems, information is crucial. Eco-friendly practice design, environmental management, and product cycle analysis all benefit from green information Anthony (2016).

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According to Srivastava (2007), green supply chain management techniques must be incorporated into the chain as a whole. GSCM is a multidisciplinary problem that primarily arises when supply chains are considered when implementing environmental management techniques.

Ruteri (2009) the study's conclusions indicate that further work is necessary to guarantee that food processors approach. Numerous issues still affect the industry, making it difficult for businesses to expand quickly and compete in the world market. These elements include managerial, financial, physical, and R&D infrastructures, and technical expertise.

The emphasis of green manufacturing practices in recent years has been on the equipment and personnel, while process-level practices monitor control and planning, and system-level practices deal with implementation strategies and designs. Govindan & Associates (2015). Current studies and surveys have shown that buyers and business alliances are turning away from manufacturers whose products are not environmentally friendly Gupta (2019). The manufacturing industry and its clientele are becoming more and more accustomed to this technique in market share and customer consumption, green manufacturing has a direct bearing on an organization's ability to execute sustainable.

Rodrigues et al. (2016) discovered a relationship between green manufacturing and sustainability performance, as well as institutional pressure on companies to abide by laws and regulations to protect the environment from further harm. Elting & Frederick (2013) This research uses case data from food and beverage (F&B) companies in New Zealand to extract new concepts through in-depth interviews with senior general and line managers, the study links case studies in fruit, juice, and dairy product firms in search of elements that may lead to theory-building.

According to Zaid et al. (2018), strong institutional pressure on quality will also encourage customer cooperation, which will improve sustainability performance in terms of institutional ownership in the businesses. Future studies on green purchasing behaviour can look at the notion of planned behaviour. In addition, it could be worthwhile to investigate the possible contribution of sustainability and digital transition concerns to the green movement, as shown by the most recent works by Centobelli et al. (2020); and Cerchione and Bansal (2020).

Building on the prior study of Rankin et al. (2011), Hauschildt & Schulze-Ehlers (2014) examined the relationship between sustainability views, motivations and barriers, and concrete procurement strategies for sustainability in the food service business. There is a need for more creativity in the explicit consideration of product-specific variations in the significance and degree of sustainable sourcing implementation, particular focus on the FSI, a sector of considerable economic importance about which less information is available.

The management of food supply chains is examined by Darkow et al. (2015) in complex and unstable commercial situations where customers' and governments' demand for sustainability is growing. This difficult circumstance raises the question of how an environmentally conscious logistics company can gain and maintain a competitive edge through sustainability. The study demonstrates how managers view and handle the rapidly developing field of environmentally conscious sustainability, as well as how they incorporate it into strategy and make use of available resources to add value for customers. Thus, Wang et al. (2013) provide a green management standard that may be used by green eateries. This work makes a significant contribution by applying GrSCM to create a green management standard for restaurants.

Based on restaurant businesses, Chiu & Hsieh (2016) study examined key aspects of green supply chain management practices and company performance. Four characteristics of green supply chain management—corporate environment policy, green packaging, green products, and economical transport—were determined by a factor analysis.

Qinghua Zhu and Xiaoying Li (2017) various weight values of the criteria, the question of how to evaluate a company's green practices has recently emerged as a critical strategic consideration for food service supply chain management. This management developed the green restaurant criteria and illustrated the complex relationships among various criteria. The food service operation will benefit from having a thorough understanding of the essential green practice measures to improve SCM through the study and evaluation of green practices.

Investigating going green practices in the context of emerging economies is essential, as environmental concerns are becoming a major factor in determining a company's sustainability. A company's long-term performance is determined by looking at both economic and non-economic factors; these factors include its values, communication, and strategies. Wagner and Schaltegger (2017). Mosbei, Bor, and Jones (2021) The study's conclusions are crucial in helping regulators raise the degree of acceptance techniques by enforcing more stringent environmental laws and rewarding companies.

Shin & Cho (2022) set out to learn more about how restaurants might focus on their business ties with suppliers who use green supply chain management to achieve effective environmental performance. Additionally, it was discovered that cooperative actions toward green suppliers were made easier by restaurants' ethical attitudes. More precisely, restaurants' environmental performance was greatly enhanced by "information sharing" and "flexibility in arrangement," but "joint action" had no such impact. Our research leads to several significant theoretical and practical consequences that could help restaurants "go green" more successfully.

Prakash & Shashidhar (2016) due to the increasing number of global tourists and the recognition of India's potential, numerous companies have made investments in the tourism and hospitality sectors. For hotels, which are a part of larger conglomerates, both national and international, implementing innovative products and services in their Bangalore establishments is a relatively easy task. This is because the introduction of these innovations occurs simultaneously and effortlessly across all hotels within the group, thanks to the shared characteristics among them. Therefore, the impact of these innovations on the productivity of the Bangalore units should be similar throughout the country. To cater to the preferences of technology-savvy patrons, the hotel industry should continuously and tirelessly engage in innovative practices, particularly in the realm of green practices. By leveraging technology, hotels can capitalize on the opportunities it presents to enhance their products and services.

### **Research Gap**

The opportunities in the hotel business have been made clear by the reviewed literature. This study looks at how Chennai's food industry performs in terms of sustainability when it comes to green supply chain management. By completing the following tasks, the gaps in the performance and sustainability experience study are filled: investigate the Organization's Service Quality Scale and investigate the Barriers to Green Supply Chain Management.

### **Objectives of the Study**

- To understand the types of restaurants and Barriers to green supply chain management.
- To identify the organization service Quality of green supply chain management in the restaurant industry.

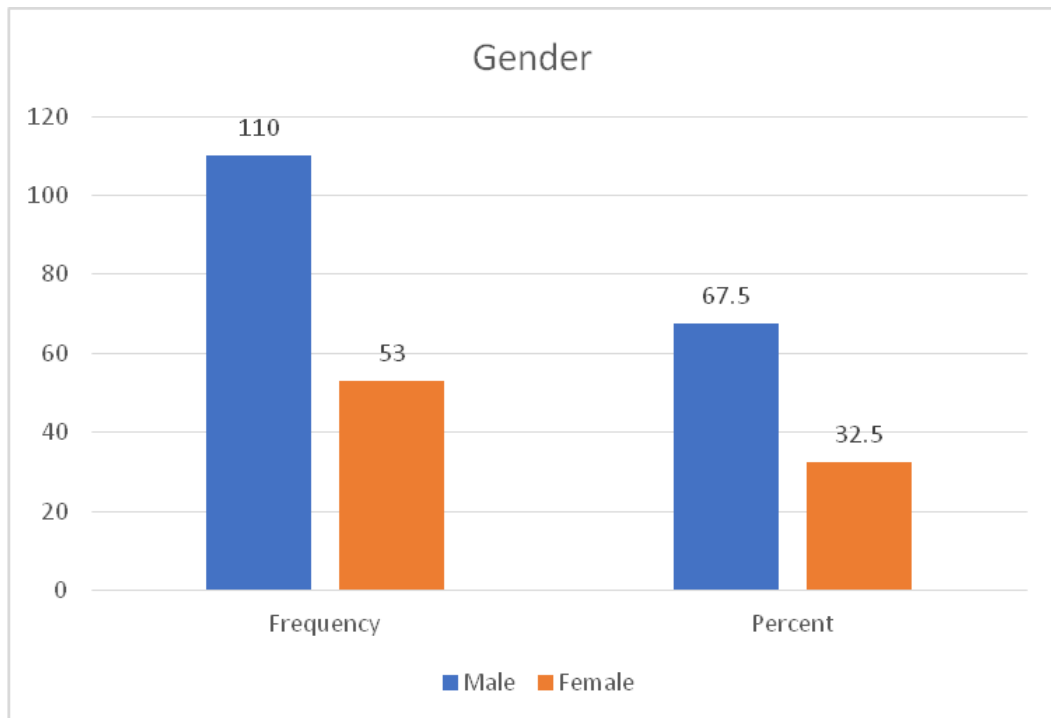
**Methodology**

Based on Chennai restaurant companies, this study examined the relationship between company performance and green supply chain management practices. In this study, a descriptive survey design was used. The target population was made up of the total population of the city, and the total number of food service businesses included in the survey was 282. The total number of people surveyed was 163. To verify the validity and reliability of the research instruments, a pilot study was carried out. Cronbach's Alpha coefficient was used to measure reliability, while content validity was employed as a validity test. The study employed descriptive statistics, such as mean, percentages, and frequencies, in conjunction with inferential statistics, specifically multiple regression models, to conclude the population based on data extracted from the study. In-depth, organized questionnaires were created to determine. Questionnaires were physically handed and completed on the spot in locations where emails and the internet were unavailable. The preliminary trial was carried out before distribution to make sure that all of the questions were understandable and that there would be no problems with responding. The survey research method was nominated because it provides the chance to investigate intricate relationships and hidden meanings by examining a phenomenon in its natural environment. It is especially suitable given the dearth of SCM expertise in Chennai's food sector. The questions, which were divided into multiple sections addressing the study objectives, had to be answered by the respondents. The training was determined to gather comprehensive data from multiple industries. The data was gathered as a module of a bigger study on supply chain agreements in the food industry. As a result, the sample was selected to represent the areas of Chennai where food goods are manufactured and sold, encompassing several regions.

**Analysis and Interpretation of Data**

**Table 1: Gender**

Gender	Frequency	Percent
Male	110	67.5
Female	53	32.5

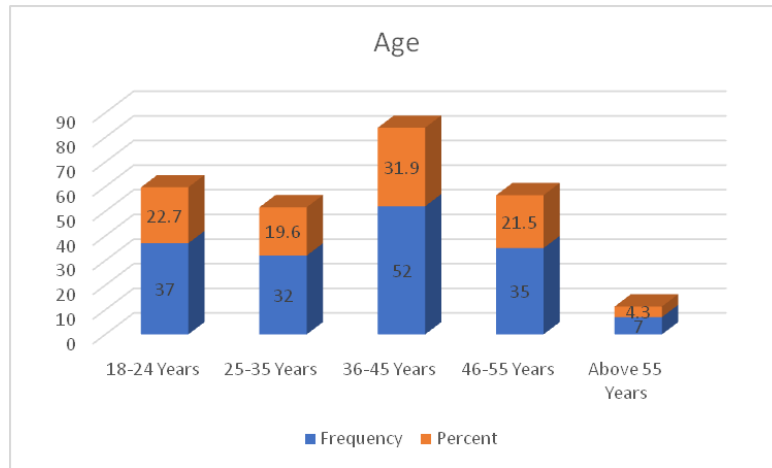


**Figure 1: Gender**

Table 1 & figure 1 denote the frequency and percentage analysis, males 67.5% and females 32.5%.

**Table 2: Age**

Age	Frequency	Percent
18-24 Years	37	22.7
25-35 Years	32	19.6
36-45 Years	52	31.9
46-55 Years	35	21.5
Above 55 Years	7	4.3

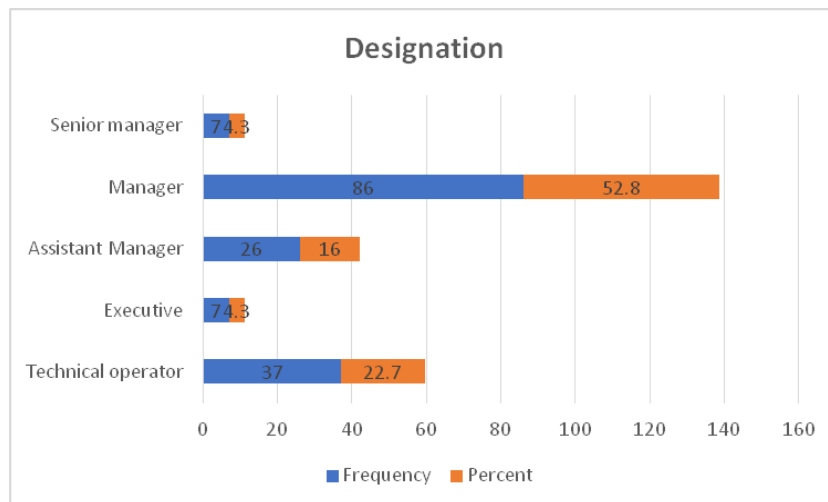


**Figure 2: Age**

Table 2 & figure 2 denote the frequency and percentage analysis, The mainstream of responders, or 52 (31.9%) of the total, were between the ages of 36-45 years. The second 18-24 years is 22.7%, the third 46-55 years is 21.5%, and the next 25-35 years is 19.6%.

**Table 3: Designation**

Designation	Frequency	Percent
Technical operator	37	22.7
Executive	7	4.3
Assistant Manager	26	16.0
Manager	86	52.8
Senior manager	7	4.3

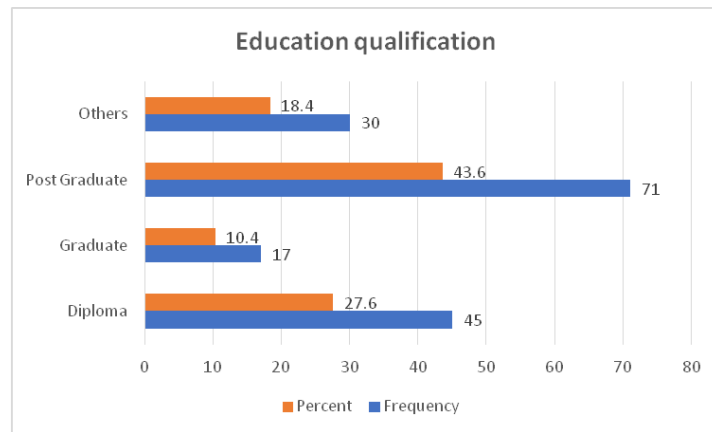


**Figure 3: Designation**

The various designations of the suspects are displayed in Figures 3 and Table 3. A total of 52.8% of those surveyed held a manager, whilst 22.7% and 16% of those with a technical operator and Assistant Manager respectively.

**Table 4: Education Qualification**

Education Qualification	Frequency	Percent
Diploma	45	27.6
Graduate	17	10.4
Post Graduate	71	43.6
Others	30	18.4

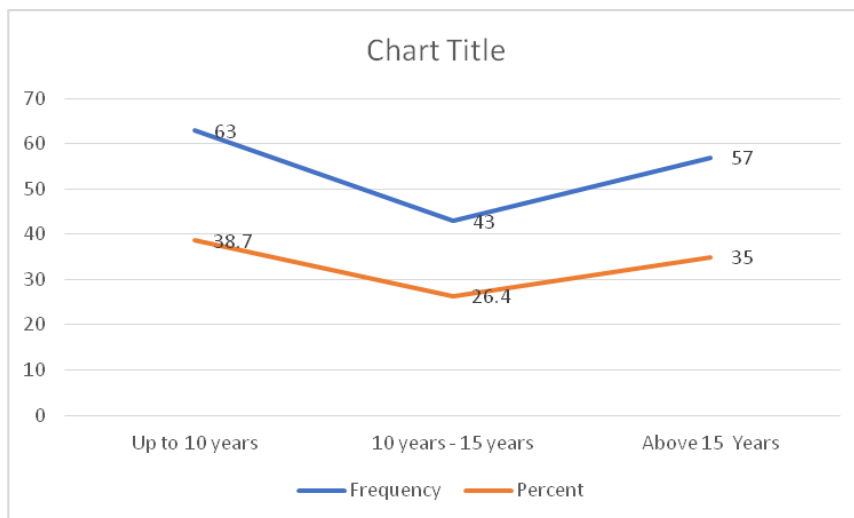


**Figure 4: Education Qualification**

Table 4 and Figure 4 illustrate the accused varying levels of education. More than 43.6% of those surveyed held Post Graduate, whilst 27.6% and 18.4% of those with Diploma and Others, respectively, were in the workforce.

**Table 5: Year of Experience**

Year of Experience	Frequency	Percent
Upto 10 years	63	38.7
10 years to 15 years	43	26.4
Above 15 years	57	35.0

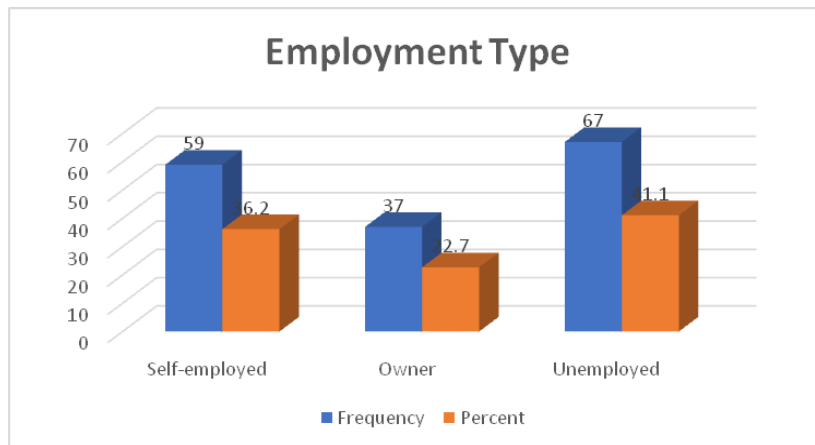


**Figure 5: Year of Experience**

Table 5 and Figure 5 denote the experience of the respondents, Upto 10 years is majority high and the Above 15 years of experience percent is 35%.

**Table 6: Employment Type**

Employment Type	Frequency	Percent
Self-employed	59	36.2
Owner	67	41.1
Unemployed	37	22.7



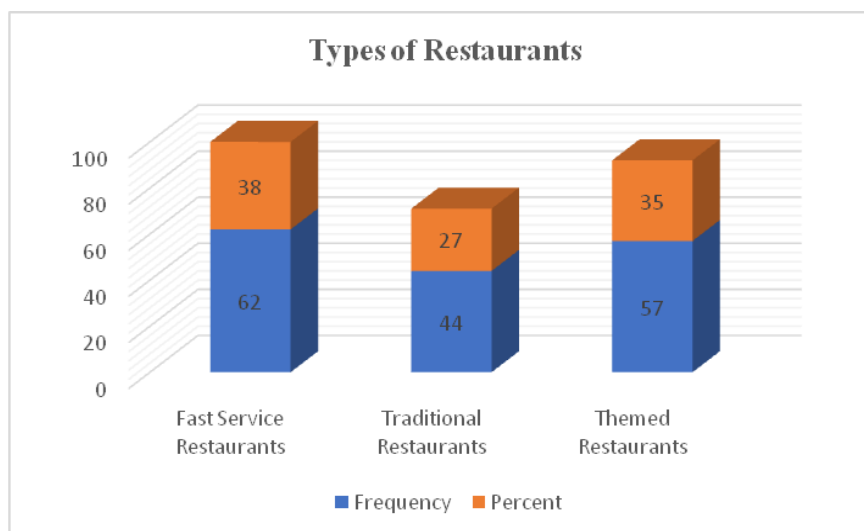
**Figure 6: Employment Type**

Employment type designates the Self-employed, Owner, and Unemployed. The highest number is owner 41%. Self-employed denotes 36%.

**Table 7: Types of Restaurants**

Types of Restaurants	Frequency	Percent
Fast Service Restaurants	62	38.0
Traditional Restaurants	44	27.0
Themed Restaurants	57	35.0

Types of Restaurants, Fast Service Restaurants at 38%, followed by Themed Restaurants at 35% and Traditional Restaurants was 27%.



**Figure 7: Types of Restaurants**

**Chi-Square Test****Table 8: Cross Tabulation on types of Restaurants and the Green Supply Chain Factor of Cost Barrier**

<b>Crosstab</b>					
		<b>Types of Restaurants</b>			<b>Total</b>
		<b>Fast Service Restaurants</b>	<b>Traditional Restaurants</b>	<b>Themed Restaurants</b>	
Costs	Strongly Disagree	6	1	2	9
	Disagree	9	2	5	16
	Neutral	8	5	9	22
	Agree	17	12	25	54
	Strongly Agree	22	24	16	62
Total		62	44	57	163

<b>Chi-Square Tests</b>			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.083 <sup>a</sup>	8	.080
Likelihood Ratio	13.820	8	.087
Linear-by-Linear Association	.927	1	.336

The value of the chi-square statistic is 14.083. The row containing the column labeled "Asymptotic Significance (2-sided)" also contains the p-value (0.080). There is no significance if this value is at or below the designated alpha level, which is typically 0.05. In this case, the valueless theory—which holds that the two variables are independent of each other—is accepted because the p-value is higher than the standard alpha value.

**Table 9: Cross Tabulation on types of Restaurants and the Green Supply Chain Factor of Managerial Mindset Barrier**

<b>Crosstab</b>					
		<b>Types of Restaurants</b>			<b>Total</b>
		<b>Fast Service Restaurants</b>	<b>Traditional Restaurants</b>	<b>Themed Restaurants</b>	
Managerial Mindset	Strongly Disagree	0	2	1	3
	Disagree	2	5	5	12
	Neutral	0	4	5	9
	Agree	9	12	13	34
	Strongly Agree	51	21	33	105
Total		62	44	57	163

<b>Chi-Square Tests</b>			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.484 <sup>a</sup>	8	.018
Likelihood Ratio	22.459	8	.004
Linear-by-Linear Association	7.484	1	.006

The chi-square statistic is 18.484, while the p-value for the "Asymptotically Significant (2-sided)" column is 0.018. If the p-value is equal to or less than the alpha value (typically 0.05), it has a significant impact. In this case, the p-value is lower than the alpha value, providing evidence against the theory that the variables are independent.



**Table 10: Cross Tabulation on types of Restaurants and the Green Supply Chain Factor of Employee Engagement Barrier**

Crosstab					
		Types of Restaurants			Total
		Fast Service Restaurants	Traditional Restaurants	Themed Restaurants	
Employee Engagement	Strongly Disagree	7	1	3	11
	Disagree	2	1	4	7
	Neutral	5	7	0	12
	Agree	23	22	20	65
	Strongly Agree	25	13	30	68
Total		62	44	57	163

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.357 <sup>a</sup>	8	.019
Likelihood Ratio	21.530	8	.006
Linear-by-Linear Association	2.205	1	.138

The chi-square statistic has a value of 18.357, while the "Asymptotic Significance (2- 2-sided)" column displays a p-value of 0.019. It's pivotal to note that if this value falls at or below the designated nascence position, generally set at 0.05, there are significant consequences. In this script, the p-value is lower than the traditional nascence value, leading us to reject the proposition that the two variables are independent of each other. This rejection holds great significance in understanding the relationship between these variables.

**Table 11: Cross Tabulation on types of Restaurants and the Green Supply Chain Factor of Non-cooperation of Supply Chain Actors Barrier**

Crosstab					
		Types of Restaurants			Total
		Fast Service Restaurants	Traditional Restaurants	Themed Restaurants	
Non-cooperation of supply chain actors	Strongly Disagree	3	0	0	3
	Disagree	2	0	0	2
	Neutral	8	3	7	18
	Agree	13	23	20	56
	Strongly Agree	36	18	30	84
Total		62	44	57	163

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.975 <sup>a</sup>	8	.021
Likelihood Ratio	19.606	8	.012
Linear-by-Linear Association	1.055	1	.304

The chi-square statistic has a value of 17.975. The p-value (0.021) is shown in the same row as the column that reads "Asymptotic Significance (2-sided)". If this number is at or below the specified alpha threshold, which is often 0.05, then there is a significant consequence. The worthless theory claiming the two variables are independent of one another is rejected in this instance since the p-value is less than the conventional alpha value.

**Table 12: Cross Tabulation on types of Restaurants and the Green Supply Chain Factor of Lack of Strategic Thinking Barrier**

Crosstab					
		Types of Restaurants			Total
		Fast Service Restaurants	Traditional Restaurants	Themed Restaurants	
Lack of Strategic Thinking	Strongly Disagree	2	1	4	7
	Disagree	0	4	0	4
	Neutral	2	1	0	3
	Agree	27	7	21	55
	Strongly Agree	31	31	32	94
Total		62	44	57	163

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.105 <sup>a</sup>	8	.005
Likelihood Ratio	23.446	8	.003
Linear-by-Linear Association	.011	1	.917

The chi-square statistic has a value of 22.105. The p-value (0.005) is shown in the same row as the column that reads "Asymptotic Significance (2-sided)". If this number is at or below the specified alpha threshold, which is often 0.05, then there is a significant consequence. The worthless theory claiming the two variables are independent of one another is rejected in this instance since the p-value is less than the conventional alpha value.

**Table 13: Cross Tabulation on Types of Restaurants and the Green Supply Chain Factor of Invisibility of Green Initiatives Barrier**

Crosstab					
		Types of Restaurants			Total
		Fast Service Restaurants	Traditional Restaurants	Themed Restaurants	
Invisibility of Green Initiatives	Strongly Disagree	0	0	1	1
	Disagree	0	1	1	2
	Neutral	7	7	4	18
	Agree	14	17	25	56
	Strongly Agree	41	19	26	86
Total		62	44	57	163

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.578 <sup>a</sup>	8	.127
Likelihood Ratio	13.633	8	.092
Linear-by-Linear Association	3.178	1	.075
N of Valid Cases	163		

a. 7 cells (46.7%) have an expected count of less than 5. The minimum expected count is .27.

The chi-square statistic has a value of 12.578. The p-value (0.127) is shown in the same row as the column that reads "Asymptotic Significance (2-sided)". If this number is at or below the specified alpha threshold, which is often 0.05, then there is a not significant. The valueless theory claiming the two variables are independent of one another is accepted in this instance since the p-value is greater than the conventional alpha value.

**Table 14: Cross Tabulation on Types of Restaurants and the Green Supply Chain Factor of Lack of Awareness Barrier**

Crosstab					
		Types of Restaurants			Total
		Fast Service Restaurants	Traditional Restaurants	Themed Restaurants	
Lack of Awareness	Strongly Disagree	0	3	11	14
	Neutral	7	11	13	31
	Agree	32	15	27	74
	Strongly Agree	23	15	6	44
Total		62	44	57	163

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.009 <sup>a</sup>	6	.000
Likelihood Ratio	32.100	6	.000
Linear-by-Linear Association	22.526	1	.000

The chi-square statistic has a value of 27.009. The p-value (0.000) is shown in the same row as the column that reads "Asymptotic Significance (2-sided)". If this number is at or below the specified alpha threshold, which is often 0.05, then there is a significant consequence. The worthless theory claiming the two variables are independent of one another is rejected in this instance since the p-value is less than the conventional alpha value.

**Table 15: Organization Service on Green Supply Chain**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.386 <sup>a</sup>	.149	.105	.833

a. Predictors: (Constant), Visually appealing foods associated with the service., Employees understand the needs of their customers., Customers feel safe in their transactions., Employees deal with customers in a caring fashion., Handling customer service problems., Providing services as promised., Introduces services to the customer., Employees have a neat, professional appearance.

ANOVA <sup>a</sup>						
Model	Sum of Squares	DF	Mean Square	F	Sig.	
1	Regression	18.687	8	2.336	3.364	.001 <sup>b</sup>
	Residual	106.920	154	.694		
	Total	125.607	162			

a. Dependent Variable: Employment Type

b. Predictors: (Constant), Visually appealing foods associated with the service., Employees understand the needs of their customers., Customers feel safe in their transactions., Employees deal with customers in a caring fashion., Handling customer service problems., Providing services as promised., Introduces services to the customer., Employees have a neat, professional appearance.

Using an ANOVA, we can see that the model fits the data well. The F calculated is 3.364 with a p-value of 0.01. Because the F calculated is higher than F-critical, and the p-value of 0.01 is lower than 0.03, the model is considered to be a good fit for the data.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.992	.969		2.055	.042
	Providing services as promised	-.482	.134	-.379	-3.591	.000
	Handling customer service problems	.066	.086	.067	.758	.449
	Introduces services to the customer	.097	.111	.103	.878	.382
	Customers feel safe in their transactions	.097	.136	.065	.711	.478
	Employees deal with customers in a caring fashion	.088	.103	.075	.853	.395
	Employees understand the needs of their customers	-.059	.075	-.075	-.793	.429
	Employees have a neat, professional appearance	-.101	.125	-.105	-.809	.420
Visually appealing foods associated with the service	.270	.261	.126	1.036	.302	

a. Dependent Variable: Employment Type

Therefore, the model can be applied to predict the following: challenges related to GSCM; aesthetically pleasing food associated with the service; employees' understanding of customers' needs; customers' perception of security in transactions; employees' humane manner; resolution of customer service issues; fulfillment of promised services; introduction of services to customers; and employees' neat and professional appearance. The p-value for the coefficient  $\beta_1$  is 0.000, and it is -0.482. Because the p-value of 0.002 is less than the significance level of 0.05, this association is considered significant. The p-value is 0.449 and the coefficient  $\beta_2$  is 0.066. Because the p-value of 0.002 is more than the significance level of 0.05, this association is regarded as significant. The p-value is 0.382 and the coefficient  $\beta_3$  is 0.097. This link is considered significant because the p-value of 0.002 is higher than the significance level of 0.05. The p-value is 0.478 and the coefficient  $\beta_4$  is 0.097. This link is still significant as the p-value is 0.395 and the coefficient  $\beta_5$  is 0.088. Due to the p-value being above the significance level of 0.05, this association is considered significant. The association is considered significant because the p-value is higher than the significance level of 0.05, as demonstrated by the p-value of 0.429 and the coefficient  $\beta_6$  of -0.059. Similar to the previous example, the coefficient  $\beta_7$  has a p-value of 0.420 and a value of -0.101, meaning that the higher than 0.05 p-value indicates that the relationship is not significant. Ultimately, with a p-value of 0.302 and a coefficient  $\beta_8$  of 0.270, this association is likewise deemed not significant because the p-value exceeds the significance criterion of 0.05.

### Suggestions

Restaurants should be well aware of the environmental impact of the food industry and all precautionary action must be taken by restaurants to protect the environment. They should give rewards to customers who are practicing green behaviour, which will motivate other customers should start giving e-bills to the customers on their cell phones. In today's world social media is the biggest platform for promotions, so restaurants should adopt e-marketing strategy for promotion and advertising. They should set air filters in restaurants to control air quality and prohibit smoking or create separate smoking zones. Restaurants should start using biodegradable containers as it does not leach chemicals while containing hot food and it is also eco-friendly. Restaurants with big brand names should continue green practices and keep on improvising. This will set the benchmark for other local restaurants.

### Conclusion

The investigation's goal is to comprehend the effects of putting green force chain operations and association services into practice. The purpose of the study is to examine how companies perform sustainable concerning their affiliations and methods of operation. For several reasons, supply chain management is essential in the food business. By putting into practice an efficient force chain operation, companies can increase consumer happiness, streamline operations, boost food safety, reduce waste, and react swiftly to shifting market conditions to supply premium food goods to customers most effectively and economically by leveraging the newest technologies and encouraging teamwork. Associations can enjoy many advantages by adopting green force chain operation practices, including lower costs due to less resource consumption, improved customer loyalty and brand reputation, adherence to environmental regulations, access to eco-aware consumers, and long-term sustainability.

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