

Title of the Paper: The role of Institutional pressures on green supply chain practices in building the Organizational image: An empirical study of Indian Hospitals

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Abstract: Supply chain management has been used by businesses and the companies have attributed their success to effective supply chain management. But in case of healthcare sector, supply chain management is not that prominent since it deals with finished products. Supply Chain Management is a concept, strategy and approach that is proving its worth in hospital management all over the world. Hospitals play a pivotal role in protecting the health of a nation. But they may also have a surprising unhealthy side - inadvertently contributing to illness and pollution by exposing patients and staff to toxins from building materials, medical waste, hospital supplies and cleaning products that consequently puts pressure on hospital supply chains. In response to these pressures some hospitals have initiated green supply chain management (GSCM) practices that provide tremendous opportunities to improve supply chain performance. Here is an attempt to explore the green initiatives taken by Indian hospitals in order to meet this challenge as well as mark them as the responsible organizations

This paper examines whether specific institutional pressures can moderate specific GSCM practices and help in the improvement of the organizational image. The theory is advanced by furthering the evidence of the existence of heterogeneity of pressures and their influences on specific GSCM practices. This paper tries to provide empirical results in order to examine the impact of GSCM practices in building the positive image of the Indian hospitals incorporating two moderating variables namely regulatory and competition. In order to gain unique insights of current levels of awareness/adoption of GSCM and the potential impact GSCM could have in building organizational image, a survey was conducted among 53 hospitals from NCR (National Capital Region) India. Moderated hierarchical regression analysis has been used to arrive at the following results: (1) Indian hospitals have experienced increasing environmental pressure to implement GSCM practices; (2) The implementation of GSCM practices have helped in building positive organizational image (3) The existence of competitive and regulatory pressures influence hospitals to implement green supply chain practices that eventually help in building positive organizational image especially when these pressures cause adoption of green purchasing and green hospital services even though organizational image is most influenced by Internal environment management; (4) Hospitals should be encouraged to implement green transportation policies through regulatory and competitive pressures. Implications for operations strategists from these relationships are also discussed. The findings may help hospitals as well regulatory bodies in designing the green supply chain strategies. Further scope of the research lies in doing the causal study why and how many of these isomorphic institutional pressures exist. Also, hospital size may affect most relationships of main effects between GSCM practice and performance as well as the moderating effects of three pressures. Future research can group hospitals based on firm size to determine if the moderating effects differ. Also Future research can focus on environmental and economic performance measures.

Keywords: Green supply chain management; Moderated hierarchical regression; Moderating variables, Organizational image