

Effect of Green Supply Chain Practices on Supply Chain Performance. Evidence from Manufacturing Firms in Nairobi , Kenya

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Abstract

The purpose of the study was to assess the effect of green supply chain management on supply management performance. The study focused on determining the effect of internal environmental management practices and eco design practices on supply chain performance. The study is informed by complexity theory. Explanatory research design was used in this study. The target population consisted of registered 413 manufacturing firms in Nairobi County. The study used stratified random sampling technique select 206 firms. Questionnaires were used to collect data. Descriptive methods such as frequencies mean and standard deviation was used to provide general trends of the data. Inferential statistics and particularly multiple regression model was used. The results indicated that external environment management practices and eco design practices had significant and positive effect on supply chain performance; hence they improving enterprises' environmental performance, Eco-design is an important and emerging GSCM practice to improve companies' CLSC. Therefore there is need for firm senior managers to be committed to GSCM and for provision of design specification to suppliers that include environmental requirements for purchased item.

Key words: *Eco-design, external environment management practices, green supply chain management, supply management performance.*