

**ABSTRACT:**

The main purpose of this study was to develop a set of measures for evaluating the performance of the automobile green supply chain. This study reviewed various literatures on green supply chain performance measurement, environmental management, traditional supply chain performance measurement, and automobile supply chain management. In order to comprehensively and effectively establish the relevant measures, a suitable framework which considered the automobile green supply chain as a two-in-one chain was adopted. This two-in-one chain comprised a forward and backward chain for the automobile industry. Consequently, 10 measures with 49 metrics and 6 measures with 23 metrics were identified and developed for the forward and backward chains, respectively. Sequel to the development of these measures, a survey was conducted using a four-page questionnaire distributed to experts (including academics and practitioners) to establish their importance and applicability. The findings of this study suggested that the importance and applicability of all the developed measures have been substantiated. For the forward chain, the most crucial measure was customer perspective while the most applicable one was traditional supply chain cost. The reverse chain measures were topped by management commitment in terms of both importance and applicability. This study contributed to the advancement of knowledge by pioneering the development of a set of holistic measures for evaluating the performance of the automobile green supply chain. The study was wrapped up with the proposition of directions for further studies.