

ABSTRACT:

Becoming 'green' has become the latest challenge to automobile manufacturers. Greening the supply chain is viewed as an effective strategy towards environmental friendly products. This study used a set of measures and metrics to evaluate the green supply chain practices of the major automotive companies in Malaysia. The evaluation was conducted based on the various echelons involved in each company's supply chain. Ten major suppliers and 100 customers were selected for the evaluation of each company. The internal operations of the organisations were also assessed. The results were analysed and inferences were drawn based on the results. It was found that green supply chain management in Malaysia has not received adequate attention. The study culminated with recommendations for further studies.