CHAPTER 9

SUPPLY CHAIN PERFORMANCE ANALYSIS USING GREEN SCOR (SUPPLY CHAIN OPERATIONS REFERENCE) AND ANP (ANALYTICAL NETWORK PROCESS) APPROACH

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1. Introduction

The increasing level of consumer concern for the environment and green marketing issues makes this more than just an added value but also the main thing to highlight. Admittedly, environmental awareness has increased over the last few decades. Green principles have been extended to many departments in the organization, including its supply chain activities [1]. By establishing cooperation between all parties involved, the process of distributing goods and services will be faster and more precise so that costs can be reduced. The concept of supply chain that is oriented towards the environment is known as Green Supply Chain Management (GSCM). GSCM deals with a wide range of manufactures from product design to reprocessing or crushing. A common problem for companies in implementing a green supply chain is limited resources and capabilities so that a well-integrated green strategy is needed [2].

In order to continue to develop, the GSCM concept must be continuously evaluated so that it is necessary to measure the output generated from the supply chain. These measurements are related to the performance at each stage of the supply chain. To find out the performance of the supply chain, it can be measured by the Green Supply Chain