



NATIONAL UNIVERSITY OF MODERN LANGUAGES
Sector H-9, P.O. Shaigan, Islamabad
Tel: 051-9265100-110
Email: info@numl.edu.pk
Web: www.numl.edu.pk


No. ML. 1-2/22-MS-276

Date: 31-05-2022


To: Federal Secretary,
Ministry of Planning Development & Reform,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Impact of Green Supply Chain Management Strategies on Operational Performance: Mediating and Moderating Role of Green Innovation and Supply Chain Capability**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Prof. Dr. Faiz Gul
Head Dept. of Management Sciences
NUML




Dr. Akhtar Tanveer
Research Supervisor

CC:

ORIC NUML

**Impact of Green Supply Chain Management Strategies on Operational Performance:
Mediating and Moderating Role of Green Innovation and Supply Chain Capability**

Outcomes/Findings of the Study:

The following study findings may help business management in developing and implementing Green Supply Chain Management Strategies to ameliorate operational performance through the role of green innovation and supply chain capability. The following are the advantages & benefits of CSR to firms, society, community, environment, and to business:

1. The potential benefits of CSR to firms include: operational costs savings, better brand recognition, organizational growth, increased sales and customer loyalty
2. Green CSR refers to the duty of reducing or eliminating the negative impact that companies have on the environment.
3. The advantages of CSR are, deepened competitive advantage, employee retention rates, revitalized relationship building, greater sustainability.
4. Observation of Rules and Regulation, the organization are required to follow the rules and regulations laid by the government in proper manner.
5. Payment of Taxes, the business organizations must pay taxes and duties regularly to the government such as sales tax, income tax, custom duty, VAT, etc.
6. CSR increases employee engagement, supports local and global communities, Increases investment opportunities, Increases customer retention and loyalty.
7. CSR Increase employee loyalty and job satisfaction. Boost employee engagement. Create a knock-on effect that improves productivity. Give employees the chance to develop new skills.