
Preface

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This special issue of the *International Journal of Logistics Systems and Management* is intended to provide an outlet for innovative and timely contributions to form a basis for dissemination of the broad topic of global green supply chains and its associated logistical concerns. The notion that enduring corporate socially responsible (CSR) and sustainable strategies and the corporations that chose to follow such strategies are becoming more sensitive to the natural environment is experiencing a tremendous surge of popularity nationwide, even in the mists of a global recession. It is an attractive and enduring concept to explore. In recent years, implementing green strategies has become a major focus in nearly all industries. In order to achieve this, companies need keep current on developments and green cleaning, educate oneself about changes in the legislative and regulatory environment, and train staff to implement green programmes in a variety of settings implementation of CSR involves a company's effort to minimise its impact on the environment, better engage employees and take care of them in ways beyond a simple analysis of one's paycheck or giving back to the community. Some consider sustainability and eco-friendly initiatives as a natural and necessary evolution in corporate responsibility for helping people and the planet (following the triple-line financial responsibility, or 3BL – people, profits, and planet). The phrase 'going green' can mean many things to different people as well as to different businesses. People's reasons for reducing energy use can range from supporting the use of alternative energy sources as a means of reducing greenhouse gas emissions in the fight against global warming or to do what they can to minimise their impact on their region's environment, to simply reducing their energy bills. The motivating factors for businesses can include cutting operating costs, such as becoming operationally leaner, enhancing employee health and productivity, enhancing business reputation, or reducing the risk of running afoul of environmental regulations.

A company may receive significant environmental gains and cost savings in the buyer's supply chain by focusing on a particular industry with a high level of environmental impact. For example, Kent State University has successfully completed two conferences with green supply chains as its theme in its International Symposium on Sustainable Value Chains and Robert Morris University has been operating a sustainability conference with green issues as a major theme for years. This call for papers is a natural extension of those efforts. The goals of these two conferences included to communicate and learn sustainable value chain practices across research and practice; to enhance interactions between practitioners and researchers; and to create a platform for

industry to lead by examples of best-practices associated with sustainability and its value chains.

The topics for the special issue included, but are not limited to:

- Consider operational, sociological, behavioural, economic and practical aspects of sustainable value chain solutions, from human intervention to reusability to recovery, from life-cycle management to strategic initiatives via the corporate forum.
- CSR and sustainability initiatives based on green logistics and SCM.
- Operational considerations of maximum energy efficiency and minimum negative environmental impact of SCM and logistical systems.
- Dynamics, spread, and consequences of green marketing-relevant initiatives.
- Characteristics of green consumers, perceived operational and strategic benefits of focusing on industrial and commercial buyers that want to know how raw materials are produced and where they come from, how food is grown, and what the foods' potential impact is on the environment.
- Green-based SCM and logistical concerns and strategic, operational, and financial perspectives.

All the submissions were double-peer reviewed, with these research items in mind. This special issue included empirically based evaluations of the effectiveness of such green-based initiatives, literature reviews, and case studies.