

Handbook of Research on Industrial Applications for Improved Supply Chain Performance

Jorge Luis García-Alcaraz
Universidad Autónoma de Ciudad Juárez, Mexico

George Leal Jamil
Informações em Rede Consultoria e Treinamento Ltda., Brazil

Liliana Avelar-Sosa
Universidad Autónoma de Ciudad Juárez, Mexico

Antonio Juan Briones Peñalver
Polytechnic University of Cartagena, Spain

A volume in the Advances in Business Strategy
and Competitive Advantage (ABSCA) Book Series



Published in the United States of America by

IGI Global
Business Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue
Hershey PA, USA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com>

Copyright © 2020 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher. Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

Names: Garcia-Alcaraz, Jorge Luis, editor. | Jamil, George Leal, 1959-
editor. | Avelar-Sosa, Liliana, 1977- editor.

Title: Handbook of research on industrial applications for improved
supply chain performance / Jorge Luis Garcia-Alcaraz, George
Leal Jamil, Liliana Avelar-Sosa, and Antonio

Juan Briones Penalver, editors.

Description: Hershey, PA : Business Science Reference, [2019]

Identifiers: LCCN 2019018097 | ISBN 9781799802020 (hardcover) | ISBN
9781799802044 (ebook)

Subjects: LCSH: Business logistics.

Classification: LCC HD38.5 .I473 2019 | DDC 658.7--dc23 LC record available at <https://lcn.loc.gov/2019018097>

This book is published in the IGI Global book series Advances in Business Strategy and Competitive Advantage (ABSCA)
(ISSN: 2327-3429; eISSN: 2327-3437)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.

Chapter 3

Effect of Green Attributes in Obtaining Benefits in the Manufacturing and Marketing Process

José Roberto Mendoza-Fong

 <https://orcid.org/0000-0001-9768-4290>

Universidad Autónoma de Ciudad Juárez, Mexico

Jorge Luis García-Alcaraz

 <https://orcid.org/0000-0002-7092-6963>

Universidad Autónoma de Ciudad Juárez, Mexico

Liliana Avelar Sosa

 <https://orcid.org/0000-0001-9490-2520>

Universidad Autónoma de Ciudad Juárez, Mexico

José Roberto Díaz Reza

Universidad Autónoma de Ciudad Juárez, Mexico

ABSTRACT

New environmental tendencies have been incorporated into supply chains, and suppliers are playing an important role. However, the main problem when selecting a green supplier is determining the attributes that contribute to a green supply chain. Moreover, a lot of companies ignore the benefits gained from green suppliers on economic performance and marketing. Therefore, this chapter reports a structural equation model with three latent variables (Green attributes of suppliers, Marketing benefits, and Manufacturing processes benefits) and three hypotheses are proposed with relationship among them. The model is validated with information from 253 questionnaires administered to Mexican maquiladoras and evaluated using partial least squares. Findings demonstrate that maquiladoras that consider Green attributes in supplier selection process are gaining marketing and economic benefits, contributing to a green supply chain, and improving the corporate image as socially responsible organizations.

DOI: 10.4018/978-1-7998-0202-0.ch003