

Sustainable Supply Chain Innovations: Exploring Green Logistics and Circular Economy Models

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Abstract:

In the current era of heightened environmental awareness, sustainable supply chain management has emerged as a critical area of study. This paper examines sustainable supply chain innovations with a focus on green logistics and the implementation of circular economy models. We explore the theoretical underpinnings and practical implications of adopting environmentally sustainable practices in supply chains, and argue that integrating green logistics and circular economy strategies not only mitigates environmental impact but also enhances economic performance. This paper proposes several theoretical frameworks and methodological approaches for future research, aiming to deepen the understanding of sustainable supply chain mechanisms and their broader implications on global sustainability.

Keywords:

Circular economy, corporate responsibility, environmental sustainability, green logistics, resource efficiency, sustainable supply chain management, supply chain optimization, technological innovation.