

The Study of Building the Strategic Partnership in the Green Supply Chain

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Abstract. Today, the environment has already become a key factor which influences and restricts the development of the social economy increasingly. People have realized this problem and the importance of sustainable development, so the theory and practice of the green supply chain management (GSCM) have been paid more attention than before. The core of the green supply chain management is cooperation. This article mainly discussed how the core corporate builds the strategic partnership with other enterprises in the green supply chain. I expect this article can make corporate give dual attention to the social efficiency and consumers' long-term benefit. At the same time it could help corporate build a long-term developmental strategy and gain the core competition.

Introduction

At present, the contradiction between China's population, resource and environment is increasingly serious. A large number of our country's enterprises have low resource utilization rate and environmental pollution is constantly aggravating which lead to that economic activities and environmental protection are difficult to maintain harmony and compatibility. Chinese enterprises need to improve their own and the supply chain's environmental management capacity as well as efficiency, in order to obtain a new competitive advantage. The green supply chain management is an important tool to achieve the goal of sustainable development.

The implementation of green supply chain management (referred to as GSCM), makes the "green" or "environmental awareness" concept into the entire supply chain management process, so that the resource consumption and the environmental impact of the entire supply chain have the least negative impact, which is a modern enterprise to achieve sustainable development of an effective way. Green supply chain contains many members and complete functions, which requires the chain can have a leading business to control and coordinate the whole supply chain transaction. In fact, in the operation of the real supply chain, it is often true that there is a business on the chain of upstream and downstream enterprises to coordinate management, in order to ensure the overall operation of the supply chain coordination and efficiency. We will be the leading enterprises as the core business.

This paper explores how the core business builds a strategic partnership with other members of the green supply chain while building a green supply chain management system to ensure the successful implementation of the green supply chain, hoping to provide some decision support to those who have been carried out or will carry out the green supply chain management of enterprises.

The Significance of Building the Strategic Partnership in the Green Supply Chain

Enterprises to implement green supply chain management, one of the most important part is to establish a partnership with suppliers. We can call suppliers based on green supply chain management to be green suppliers of enterprises. Choosing green suppliers and building partnerships means that companies need to change ideas and structures, and they must be carefully selected to ensure the real

“win-win” .The ideal green supply chain strategic partner should have a sense of reduction from the source to prevent environmental pollution. Therefore, the process of selecting suppliers is to select and cultivate enterprises with this positive environmental management awareness from enterprises that attach importance to environmental management, and then form strategic partner with green supply chain management. The integration of suppliers into environmental management is the main way of green supply chain strategic partnership, which has special significance for core enterprises and green suppliers, as follows:

Conducive to Collaborative Innovation

The most important thing about building the relationship between the two lies in cooperative innovation. Now product-centric supply and demand has gradually become a service-centric supply and demand relationship, before the suppliers only care about to the downstream enterprises to provide their production needs of raw materials, auxiliary materials and equipment and other products, as to whether the downstream enterprises have the ability to use Environmental protection to deal with them, not the concerns of suppliers. In the green supply chain management model, the situation has changed. Since the ultimate goal of the green supply chain business is to make the entire supply chain conducive to environmental protection, the supply chain members with cooperative relationships will provide the necessary product service as much as possible, not the product itself.

Conducive to Collaborative Research and Development

In the development process, the participation of suppliers will greatly accelerate the innovation activities of enterprises, so that the product cleaner, better quality In addition, manufacturers can also assist suppliers to improve raw materials and packaging. Cooperative R&D between supply chain enterprises is a widely used method of supply chain management. There is cooperation between upstream and downstream enterprises, and cooperation among competitors. Therefore, now enterprises more emphasis on cooperation between competitors. In terms of green supply chain management, this approach will be further developed.

Conducive to Eco-Design Cooperation

Ecological design includes raw material design, product design and process design. Under the green supply chain management strategy, the design activities are not just the manufacturer’s business, but the common responsibility of partners. The general principle of product design is to strive to minimize the impact of new products on the environment throughout the life cycle. Therefore, the life cycle analysis should be introduced to comprehensive analysis of the product durability, recyclability, energy consumption and the final processing of the difficulty. The design model of the green supply chain management requires designers, procurement staff and suppliers to work together, that is, on the basis of full communication and collaboration between the two parties and even more parties to commonly improve design .

Ensure that the Cooperation Process is Green

The cooperation process of green supply chain will mainly revolve around packaging and logistics. As suppliers and manufacturers are strategic partners in environmental management, they adopt the most environmentally friendly principles to choose packaging and logistics. For example, the choice of packaging should be based on its influence on the environment.

Process of Building Green Supply Chain Strategic Partners

Looking for Potential Green Suppliers

The first step is to find green suppliers that conform to the long-term development goals of the green supply chain. They can find suppliers who focus on environmental performance and social benefits as an alternative business based on the methods of consultation and investigation. On this basis, the establishment of evaluation indicators, to evaluate the screening.

Evaluate the Selection of Green Suppliers

The main task of evaluating the supplier is to investigate and collect information about the supplier's production and operation. Based on the collection of supplier information, suppliers can evaluate by using certain tools and techniques. Then, according to certain technical methods for supplier selection decisions, if the choice is successful, you will start to establish a green supply chain partnership.

Establish Strategic Partnership

The third step is to establish a strategic partnership. The cooperation between the two sides should be based on a long-term, win-win and mutual trust long-term mechanism, which requires clearly relevant provisions and provisions, so the two sides need to sign cooperation agreement. It is more to provide a code of conduct, and is a kind of systematic criteria that can be modified in time. Participating in the supply chain of various enterprises more like a traditional enterprise in a workshop, the parties have a common responsibility, on this basis to create the greatest economic value of the entire supply chain.

Only when the relevant parties have signed an agreement on the establishment of a strategic partnership, Enterprises can communicate with each other under the guidance of this framework. These strategic partners are highly dependent on each other, and the establishment of such a relationship will lead to a win-win situation.

Evaluate Strategic Partnership

In the process of building strategic partnerships, there may be sudden emergencies that deviate from the original strategic objectives. At the same time, in the process of execution, it will inevitably produce deviation. These require cooperation between the parties in a timely manner to assess the status of cooperation in order to take appropriate corrective measures to ensure that both sides can achieve strategic objectives.

Key to the Success of Strategic Partnership

Partner to Carry Out Business Process Reengineering (BPR) Technology Integration

The core corporate whether it has just started to design a new green supply chain or improved the green supply chain, can be said that the original traditional supply chain on the basis of the transformation is not limited to the core of the internal business but includes supply and demand partners in the supply chain. Therefore, the overall and systematic reconstruction of BPR is an indispensable tool in the implementation of green supply chain management. In the development, it help the green supply chain enterprises constantly optimize the whole green supply chain business flow, information flow and internal organization, so that the whole green supply chain to the greatest extent to adapt to the environment, customers, competition and change in pursuit of the global optimal of green supply chain, rather than the local optimum.

Effective Communication between Partners

Core enterprise to green supply chain partners have frequent communication and cooperation in environmental protection aspect, which can cause people to provide information to each other, that for the successful implementation of green supply chain management plays an important role.

The most effective way to communicate today is to build a networked information system platform that supports green supply chain operations. It is an important guarantee for the successful implementation of green supply chain management to make full use of network advantage, integrate environmental information with other information, achieve data and information sharing. Green supply chain as a supply chain, supply and demand throughout the supply chain has always been. In order to maximize the overall efficiency of the green supply chain, it is necessary to make the partners through mutual cooperation to meet the market demand, which requires the use of the Internet and modern logistics information technology advantages between the supply and demand sides to establish a smooth information communication bridge and communication link, to achieve

information sharing mechanism, so that the entire green supply chain members of the enterprise quickly get information, then can take the initiative to provide quality services and rapidly response to market demand for profit. On the basis of mutual cooperation and information sharing, the supply and demand information of the whole green supply chain management will maintain the consistency and stability, thus reduce the distortions of the demand information caused by the traditional multiple forecasting, improve the membership of enterprises to obtain information on the timeliness, availability and accuracy, avoid the “bullwhip effect” appears and ensure the smooth operation of the green supply chain. In addition, the core enterprise can provide the supplier with knowledge of realizing own missions and objectives by regularly publicizing current operating conditions and long-term environmental planning. Through questionnaire survey, we can understand consumers’ demand for green consumption and the environmental performance of suppliers. Combining environmental review with quality supervision and cooperative vendor certification can guarantee the healthy development of green supply chain alliance.

Mutual Trust between Partners

In the mutual partner business, through the communication and contact to enhance the trust between people, the different organizations need to trust and different levels of personnel within the organization also need to trust. As long as the two sides work together, we must trust each other. In this process, enterprises should pay attention to the following two aspects. Firstly, generally speaking, trust is largely related to the predictive behavior of the firm, and each firm is predicting the behavior of the other party. If the party in the cooperation can know the other reaction in a particular situation, they will not make the act of destroying mutual commitments. Secondly, under the framework of common goals, strategic partners will also deviate from the original established rules. But good partners will not just constrained with provisions and they will make the appropriate response as needed.

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