



Exploring the impact of green manufacturing practices on organizational sustainability performance in the manufacturing sector organization in Anuradhapura District

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Abstract

If the organization needed to get strong performance continuously, the organization should plan its processes, product as a greener way. Also, the green manufacturing sector organizations are the most important sector in environmental development in the Sri Lankan context. Therefore, this study interesting to investigate how green manufacturing practices impact the organizational sustainability performance of the manufacturing sector organization in the Anuradhapura District. When reviewing literature regarding green manufacturing practices, developed countries are prominent than developing countries. Hence in the Sri Lankan context, this concept must be identified for organizing the manufacturing sector. The researchers identified Green Production, Green Marketing, and Green Policies as independent variables and Organizational Sustainability Performance as the dependent variable. Researchers developed a conceptual framework for the current study base on this survey. The data were collected from 30 manufacturing sector organizations in the Anuradhapura district by using a convenience sampling technique method. Primary data was used as well as a self-administrative and 5-point Likert type questionnaire in addition to that questioners' reliability check with the alpha test. Linear regression model, correlation analysis, and descriptive analysis were used in the analysis of collected data. The findings show that the variable of Green Production and Green Policy towards Organizational Sustainability performance significantly contributes while the variable of Green Marketing did not reflect a significant impact on the Organizational Performance of manufacturing sector organizations. This study will contribute to all the society, decision makers and policymakers to identify regarding sustainability performance and green practices in the organization.

Keywords: Green Manufacturing Practices, Organizational Sustainability performance, Green Production, Green Marketing, Green Policies

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