

Exploring the Impact of Green Operations Practices on the Organizational Environment and Financial Performance in Manufacturing Sector Organizations in the Anuradhapura District

M.A.K.N. Aravinda*, P.S.K. Rajapakshe, R.G.P. Sandaruwan and M.M.R. Upali
*kaushiaravinda251@gmail.com
Rajarata University of Sri Lanka, Sri Lanka

Climate Change results in both pressure and drivers for Sri Lankan enterprises to improve their environmental performance. As a developing country, Sri Lanka has to balance economic and environmental performance. If the firms needed to get strong performance continuously, they re-establish their corporate strategy by introducing and implementing more integrated sustainable green operations practices. When reviewing literature regarding green operations practices, developed countries are prominent than developing countries. Hence in the Sri Lankan context, this concept must be identified for organizing the manufacturing sector. To achieve the aim of this study, an in-depth literature study and empirical research were undertaken. A self - 41 administered questionnaire was completed by 80 operational managers from 80 manufacturing firms in the Anuradhapura District using convenience sampling method. To investigate the relationship between the Green Operations Practices and Environmental and Financial Performance, 4 hypotheses were tested. A conceptual framework was developed by researchers for the current study based on the survey. According to the correlation analysis results revealed significant positive relationships between these variables. The ordinary linear regression analysis was used to examine the impacts of these variables and a regression model is formulated. Green Production significant positive impact on Organizational EF Performance (Beta = 0.737) and there is a significant influence because of significant value is less than 0.05 ($0.05 > 0.000$). Green policies and organizational EF performance have positive and significant influence. Because of the positive Beta, value (0.267) and significant value is (0.006). Green marketing has a positive impact on organizational performance. Because of Beta value is 0.065, but there is insignificant influence because of significant value (0.582) is greater than 0.05. This study will contribute to the all the society, decision makers and policy makers. The results also provide various implications for managers and present some suggestions for future researches.

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Keywords: Anuradhapura district, Green operations, Manufacturing sector organizations, Organizational performance