ABSTRACT

As organizations, there is a necessity of making the performances of the environmentally friendliness, since environmental issues have become a threat for the all the living beings. Sustainable supply chain collaboration is one of the methods of achieving environmental performance. However, through sustainable supply chain collaboration environmental performance has not been achieved always, in practice as well as in literature. Similarly, the literature is not sufficient to provide any reasons for this situation. Moreover, in order to enhance the environmental performance, it is essential to generate transparent information through sustainable supply chain collaboration and simultaneously, an organization's ability to process transparent information is important for achieving environmental performance. Therefore, based on the coordination theory and organizational information theory, this study is aimed to explain the role of supply chain transparency and information processing capability, in achieving environmental performance through sustainable supply chain collaboration. Accordingly, the two objectives of the current study are; firstly, to identify the role of supply chain transparency on the relationship between sustainable supply chain collaboration and environmental performance and secondly to identify the role of information processing capability on the relationship between supply chain transparency and environmental performance.

Consequently, based on an in-depth literature analysis, the variables such as environmental performance, sustainable supply chain collaboration, supply chain transparency and information processing capability have been evaluated in detail and established relationships between the variables. Similarly, the coordination theory and organization information theory have been further evaluated and a theoretical gap has been identified in the organization information theory. Accordingly, even though the coordination theory explains the way the information that is generated within parties, should be shared among the parties in order to achieve a specific goal, it is not explained in the organizational information theory. The organization information theory only explains that when parties work collaboratively, success of an organization is ensured. Further, supply chain transparency has been identified as one of the mostly unexplored areas in supply chain management context. Moreover, there are rare studies that have been studied the different nature of information processing capability in organizations which leads to attain different levels of performance. Therefore, based on literature, five hypotheses have been established in the conceptual framework of the current study. They are; sustainable supply chain

collaboration has a positive impact on environmental performance and supply chain transparency, supply chain transparency has a positive impact on environmental performance, supply chain transparency mediates the relationship between sustainable supply chain collaboration and environmental performance and information processing capability moderates the relationship between supply chain transparency and environmental performance.

In order to achieve the research objectives by testing the established hypotheses, data has been collected from the organizations which have obtained environmentally friendly practices related certifications or licenses, through a survey based well-established questionnaire. From the collected data, only one hundred and nineteen responses (119) have been used for the data analysis after data purification. Data analysis of the current study has been conducted with the use of IBM SPSS and SmarPLS software packages. The results of the data analysis revealed that supply chain transparency has a mediation impact on the relationship between sustainable supply chain collaboration on environmental performances, sustainable supply chain collaboration has an impact on supply chain transparency and supply chain transparency has an impact on environmental performance. However, there is no impact of sustainable supply chain collaboration on environmental performance, as well as there is no moderating impact of information processing capability on environmental performance.

The current study, has theoretically contributed to the exiting literature by expanding the organizational information theory, investigating the unexplored concepts of supply chain transparency and information processing capability in the supply chain management context. Accordingly, when there is supply chain transparency in a sustainable supply chain collaboration, environmental performance can be achieved. However, based on the sample of the study, information processing capabilities of organizations are not different and therefore, there is no variation in the achievement of the environmental performance among the different organizations. Moreover, few managerial implications such as when working with other parties to achieve environmental related goals, it is essential to have a forum of exchanging any type of information among all the participants, gain the ideas of all the parties in decision making, gain the support of new technology to have all the information exchanged among all the parties etc. have been brought out based on the findings of the research. Finally, further possible research areas have been identified such as testing the same model in other categories of sustainable supply chain performance etc.