

## ABSTRACT

Export performance has been considered as one of the important factors and one of the core indicators of a firm's ability to influence its resources and capabilities in the global market. Even though many studies have investigated the impact of Green Supply Chain Management (GSCM) practices on several performance dimensions such as financial, operational, and business performances, a scant number of researchers have focused on the impact of GSCM practices including reverse logistics as one of the dimensions on the export performance. Thus, the study aimed to examine the impact of GSCM practices on export performance in export-oriented organizations in Sri Lanka.

The natural resource-based view (NRBV) emphasizes innovative environmental solutions as critical components in the process of developing organizational capacities that would eventually lead to improved performance. It also provides a framework for investigating various forms of technological innovations that a corporation will adopt in order to overcome environmental restrictions. Although the theory analyzes innovations, it does not examine the performance that results from innovations. As the innovation diffusion theory elaborates, the adoption of innovations encourages enterprises to improve their performance. Based on this, the mediating influence of technological innovations in the form of product and process innovations on the relationship between GSCM and export performance was hypothesized in order to bridge the gap in the NRBV theory.

The development of the conceptual framework and the hypotheses was done with the use of an extensive literature survey. The study adopted a quantitative approach with a cross sectional design by developing a questionnaire as the survey instrument. The questionnaire for the study was developed by incorporating previously validated scales. Data were collected from 143 exporting organizations in Sri Lanka using a convenience sampling technique. Analysis of validity and reliability was performed using SPSS. Structural equation modeling (SEM) using SmartPLS software was utilized to test the hypotheses of the study. The findings of the study revealed that GSCM practices have a significant impact on export performance. Moreover, it was evident that the process innovations partially mediate the relationship between GSCM practices and export performance while product innovations do not mediate the relationship between GSCM practices and export performance.

The present study contributes to several managerial and theoretical implications. It was proven that understanding the impact of GSCM practices including reverse logistics is one of the dimensions of export performance, especially in the context of a developing country. Moreover, the study highlights the GSCM practices that export oriented firms can adopt to achieve sustainable development goals. In addition, this study contributes to the existing literature by highlighting the mediating effect of technological innovations in terms of process innovations. The results are expected to promote implementation of GSCM practices among the export-oriented firms to achieve economic benefits by increasing their exports to the international markets mainly through process innovations.