PROGRAMME OF QUANTITY SURVEYING

DEPARTMENT OF BUILT ENVIRONMENT

STUDIES AND TECHNOLOGY

FACULTY OF ARCHITECTURE, PLANNING

AND SURVEYING

UNIVERSITI TEKNOLOGI MARA

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GREEN SUPPLY CHAIN MANAGEMENT IN CONTRACTORS' ORGANIZATION IN SELANGOR

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AUGUST 2021

ABSTRACT

Construction industry being criticised for their negative environmental impacts, such as high usage of energy, gas emissions and waste generation. Environmental issues can affect human daily life and green supply chain management is one of the ways to mitigate these problems. The green supply chain management in construction industry is needed to prevent negative environmental impacts. However, construction firms just neglected this practice as the environmental problems keep increasing. As such, this research aims to suggest the successful ways to implement green supply chain management in contractor's organization in Selangor. The objective of this research are, to identify the barriers in implementation of green supply chain management in contractor's organization in Selangor, to determine the benefits of the implementation of green supply chain management in contractor's organization in Selangor, and to propose strategy to escalate the implementation of green supply chain management in contractor's organization in Selangor. This research has reviewed and synthesised the literature, and identified ten (10) variables of barriers in implementing green supply chain management, ten (10) variables of benefits towards implementing green supply chain management and nine (9) strategies to escalate the implementation of green supply chain management. This research adopted simple random sampling method for data collection. The questionnaire was developed and distributed to 290 Grade 7 Contractor companies in Selangor that registered with CIDB. Out of 290 sets distributed questionnaires, only 192 sets have successfully returned. The collected data were then analysed statistically by using descriptive analysis. The results indicated that government initiatives are the best method of strategies in implementing green supply chain management in construction projects. Ultimately, this research paper hoped to contribute to the implementation of green supply chain management in contractor's organization in Selangor.

ACKNOWLEDGEMENT

First, praise to Allah S.W.T for his blessings and for giving me strength and opportunity in completing this dissertation within its expectation and allocated time. I would like to take this opportunity to express my thanks and gratitude to my Supervisor, who have directly and indirectly contributed towards the completion of this dissertation. Without the help and ideas from my Supervisor, the outcome of this research might not be successful.

Not to forget my comrades, my fellow friends for their support and encouragement for me to keep fighting until the completion of this research

Last but not least, thank you to my beloved family for the support given and patience shown to me in completing this whole research. Thank you for keeping me safe and being understanding of my journey throughout this research.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Construction Industry sector consists for about 39 percent total of global carbon emissions, where it can lead to severe pollution of the atmosphere (UNEP, 2017). While end-users are becoming more concerned about the environment and the government itself makes more stringent regulations, the industries have taken numerous steps to minimize the environmental impact of their operations (Mathiyazhagan, 2012). Green Supply Chain Management (GSCM) can be explained as an approach incorporating environmental thinking and initiatives into the management of supply chain with almost like the concept of existing supply chain management. However, in consideration of the natural environment, some "green" elements have been applied to every step. Despite the positive impact of the green supply chain on alleviating environmental problems and providing economic benefits to organizations, there are small number of construction practitioners in Malaysia who are familiar with the green supply chain (Zailani et al., 2010). Although it is increasingly expected that most organizations around the world will expand their sustainability practice, the situation in Malaysia is contradicted. Only a few rapidly paced companies have taken measures to create sustainability in their supply chains (Zailani et al., 2012). The definition of this term is very broad, ranging from green purchasing at the start of the supply chain to reverse logistics, to closure of the loop in this chain (Wu & Low, 2014).The aim of this research is to suggest the successful ways to implement green supply chain management in contractor's organization in Selangor.