Eco Innovation in the context of Green Supply Chain Management: a proposal of a conceptual framework

SOUZA, W. J. V. *, SCUR, G.*, HILSDORF, W. C.*

a. Centro Universitário FEI, São Bernardo do Campo

*Corresponding author, wjvsouza@gmail.com

Abstract

Both practitioners and researchers have been reporting a special interest in eco-innovation issues. The academic perspective points to the need that the number of researches should be increased in developing countries. A topic that has received little attention from the literature is the way in which a company can identify and develop eco-innovations within the green supply chain management (GSCM) context. Therefore, the aim of this paper is to propose a theoretical framework to analyze the eco-innovation deployment within the GSCM context considering: (1) the environmental practices implemented throughout the GSCM, classifying them by eco-innovation category (incremental or radical); and (2) the environmental performance indicators.

Keywords: GSCM; Eco-innovation; Environmental practices; Environmental performance Indicators