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

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### **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*

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