



Umweltfokussiertes Supply Chain Management: Am Beispiel des Lebensmittelsektors (Studien zum internationalen Innovationsmanagement) (German Edition)

Peggy Sommer

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Peggy Sommer untersucht, ob und wie sich Umweltschutz und Supply Chain Management verknüpfen lassen und inwieweit die Integration beider Bereiche bereits praktisch relevant ist. Es zeigt sich, dass die Unternehmen der deutschen Ernährungsindustrie dem umweltfokussierten Supply Chain Management zwar überwiegend positiv gegenüber stehen, es aber noch selten einsetzen. Die Integration des Umweltschutzes wird jedoch als Chance gesehen, eine bessere Akzeptanz ökologischer Aspekte in Supply Chains für Lebensmittel zu erzielen.

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