



# The Mediating Role of Eco Innovation between Sustainable Procurement and Reverse Supply Chain

Aram H. Massoudi



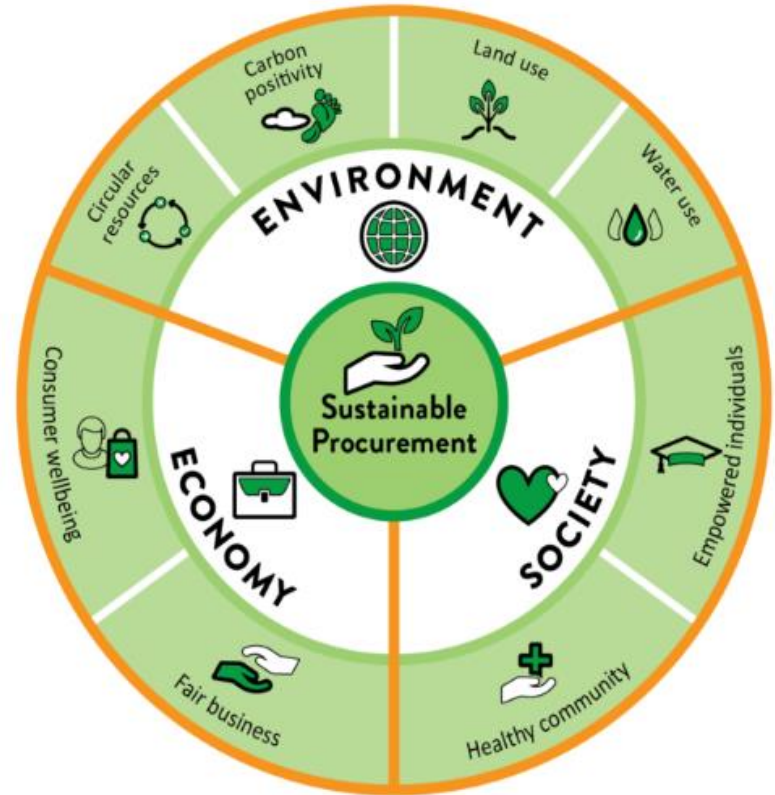
# Abstract

This study investigates the influence of sustainable procurement on reverse supply chain with ecological innovation as a mediator. The information was gathered via a survey spread to 400 working staff in 3 manufacturing firms located in Iraq. A random sampling technique was applied to various departments including logistics, manufacturing and sales. 365 valid forms were scrutinized. A partial least squares structural equation modeling (PLS-SEM) was applied to test the hypotheses. The study found that sustainable procurement (economic, social and environmental) has a significant impact on reverse supply chain. Ecological innovation mediates the relationships between sustainable procurement and reverse supply chain.

# Sustainable Procurement

Sustainable procurement is the integration of Corporate Social Responsibility (CSR) principles into your company's procurement processes:

The acquisition of materials and services using the most effective and efficient means with application of the environmental, economic, social and good governance



# Reverse Supply Chain

is a process that is almost opposite of a traditional supply chain, meaning the product moves from a customer back to a vendor/supplier/retailer. Reverse supply chain management includes pickups, disposing or cleaning, sorting, repackaging, restoring, and finally reshipping.

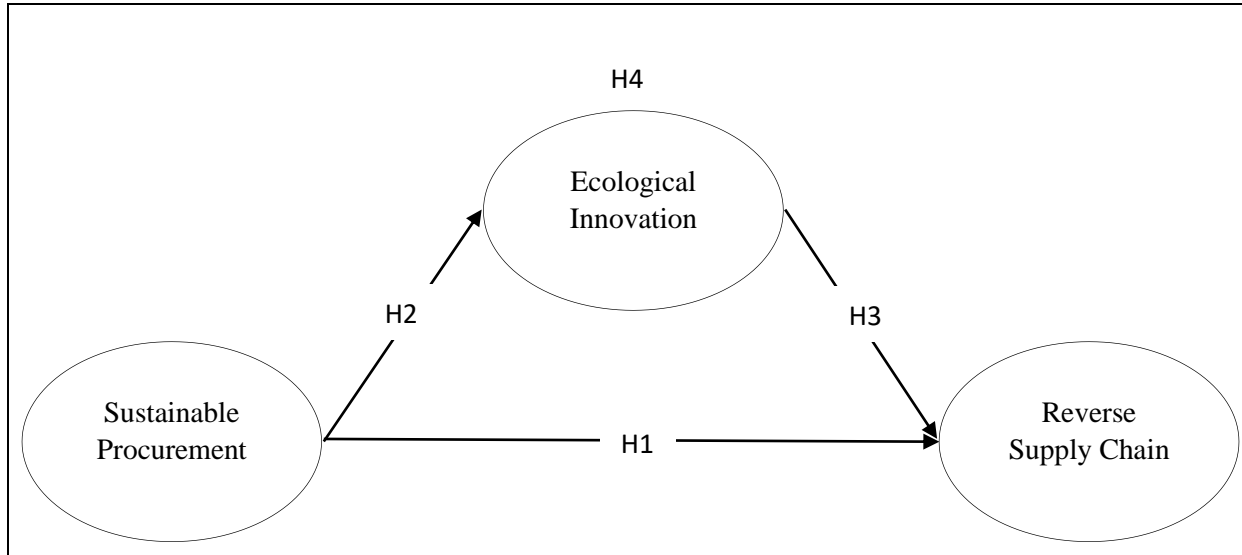


# Ecological Innovation

a specific form of innovation aiming at reducing the impact of products and production processes on the natural environment



# Conceptual Model




# Hypothesis testing

Proposed Path	Original Sample	Sample Mean	Standard Deviation	<i>t</i> Statistics	<i>P</i> Values	Decision
SP → RSC	0.667	0.659	0.063	10.769	0.000	Supported
SP → EI	0.579	0.598	0.062	9.711	0.000	Supported
EI → RSC	0.451	0.461	0.082	5.823	0.000	Supported
<b>Specific Indirect Effects</b>						
SP → EI → RSC	0.276	0.275	0.056	4.931	0.000	Supported



# Conclusion



The exploration of the mediating role of ecological innovation between SP and RSC presents a promising avenue for advancing circularity and sustainability within supply chain management. By fostering the development and integration of innovative technologies, processes, and business models, organizations can unlock a multitude of benefits.

