

# Critical evaluation of different supply chains



## Contents

- 3. 9 LIMITATION OF RESEARCH

The purpose of the survey is to critically measure the different positions associated with what green supply concatenation entails and the ways houses implement it. Hence the principle of this chapter is to confabulate the diverse research methodological analysis and methods that would be applied in this survey. In position of this, the treatment would be base on the assorted methodological mentality which will be used for the survey every bit good as the different methods through which the information will be cod. The ground behind the usage of the methodological analysis in this paper is to depict the diverse attacks and agencies of carry throughing the research ( Kaplan, 1973 ) . Saunders et Al. ( 2007, p. 206 ) defined methodological analysis as

“ the theory of how the research should be undertaken including the theoretical and philosophical premises upon which research is based and the deductions of these for the method or methods adopted ” .

Writer Kothari ( 1996 ) viewed methodological analysis as the logical agencies of deciding research jobs.

On the other manus, Collis and Hussey ( 2003 ) besides explain the techniques used in obtaining and analyzing informations. He defined methods as the legion agencies through which informations can be collected and analysed. Saunders et Al. ( 2007 ) mentioned questionnaires, statistical, non statistical and interviews as the attacks through which information is collected and analysed. The undermentioned paragraphs will foreground the

methods, methodological mentalities and the agencies of roll uping informations to be used for the research. The research thought accepted for a precise research chiefly verifies the attack the research will be conducted with respects to the methods and scheme. Harmonizing to Jankowicz ( 2005 ) the research thought accepted serves as a guideline for the research and verifies the attack the research worker observes the universe and the mode in which cognition is developed ( Saunders et al. , 2007 ) . Harmonizing to Saunders et Al. ( 2007 ) research thought can be classified into three major attacks viz. : Axiology, Ontology and Epistemology. Axiology is noted as the subdivision of doctrine which focuses on the research workers ' ideals running through the research and finally verifies the unity of the research ( Saunders et al. , 2007 ) , whiles the Ontology is basically perceived as the attack the research worker comprehends the genuineness with respects to the subject to be researched on ( Jankowicz, 2005 ) . Since this chapter is more concern of the application of cognition on the research, the epistemology attack will be delved into.

### **3. 1 Epistemology**

Jankowicz ( 2005 ) viewed epistemology as a assortment of hypothesis made in relation to the possible agencies through which the genuineness of cognition can be achieved refering to a peculiar chosen country of research. Equally, Eldabl et Al. ( 2002 ) referred epistemology to the strong beliefs refering the mode in which cognition is created. This is in line with Saunders et Al. ( 2005 ) sentiments about the executing of the research which depends on the mode in which the research worker takes into history the cognition refering to a specific country of research. In position of the above, the

research worker will foreground on three countries of epistemic places for the intent of the survey which includes positivism, interpretivism and pragmatism.

### **3. 1. 1 Positivism**

Bryman and Bell ( 2003 ) explained positivism as the epistemic place that provides support for the application of natural scientific discipline methods in analyzing societal world and beyond. Thus to state something can be reckon to be imperative and factual provided merely if it can be demonstrated without bias by the human sense. Writers such as Collis and Hussey ( 2003, p. 52 ) defined positivism as “ the facts or causes of societal phenomenon with small respect to the subjective province of the person ” . Positivists deem the application of scientific method as the optimal attack in seeking the genuineness during the executing of research ( Jankowicz, 2005 ) . So in this instance, Borg and Gall ( 1989 ) regulation out single intuitions, beliefs, feelings and values as an grounds of transporting out research. Harmonizing to Remenyi et Al. ( 1998 ) the possibility of following the philosophical place of the natural scientist is high among research workers who accept the rationalist attack in put to deathing a research and will largely hold to take to work with an discernible societal world as end merchandise of such research is simplified.

However, the usage of the positivism was criticised by ( Howe, 1985 ; Borg and Gall, 1989 ) claiming that rationalists do non take any notice of or pay attending to the subjective state of affairs of the individual when put to deathing the research. Furthermore, Howe ( 1985 ) continue to knock the thought of the rationalist who believe that the research should be value-free

in respects to utilizing observations to confirm cognition ( Saunders et al. , 2007 ) by reasoning that in today ' s scenes, value-free observation is non in being. Alternatively other critics Gill and Johnson ( 2002 ) suggested replacing subjectiveness with objectiveness in the executing of a research so long as persons can non be cared for every bit every bit as objects or animate beings as there are basic differences. Positivism is mostly connected to the usage of quantitative methods as indicated by Naslund ( 2002 ) that rationalist can be studied through the application of nonsubjective methods due to the being of nonsubjective world.

### **3. 1. 2 Interpretivism**

Straus and Corbin ( 1990 ) viewed interpretivist attack as the means through which the research worker finally derive better apprehension of peoples actions in their quest to happen out the significances to how and why people behave the manner they do. Similarly, Saunders et Al. ( 2007, p. 107 ) defined interpretivist attack as “ an epistemology which advocates the demand for the research worker to understand the discrepancies between worlds in our function as the societal histrions ” . Harmonizing to Eaterby-Smith et Al. ( 2003 ) human existences are deem to acknowledge the fact of world comparatively than objects and external factors as contrasting to the thought of rationalist who have the strong belief that something can be reckon to be imperative and factual provided merely if it can be demonstrated without bias by the human sense ( Bryman and Bell, 2003 ) . On the other manus, the interpretivist in contrast with the rationalist, during the executing of the research be likely to accumulate and analyze informations from diverse aspects of a specific discernible fact that

assistance in offer a superior apprehension of an happenings, of which the rationalist is likely to lose out. Hence the interpretivist research worker in put to deathing its research adopts an emphasized place, which implies that for the research worker to understand how the persons view the universe, so the research worker must besides come in into the societal universe Saunders et Al. ( 2007 ) .

However, the anti-proponents of interpretivist review the interpretivist research workers to some degree for the disregard of the scientific procedure of confirming the behavior of the people ( Mead, 1934 ) . Beinstein ( 1983 ) besides argue that the ways of the interpretivist could give a incorrect feeling about an event in the sense that the present status of a individual one manner or the other affect how that individual interpret the event, of which might non picture the actuality of the state of affairs. go on

### **3. 1. 2 Realism**

Harmonizing to Easterby-Smith et Al. ( 2003 ) pragmatism is an epistemic place believed to be a mixture of both the rationalist attack and the interpretivist attack. Realism besides admits the being of world that is comparatively independent of the head. Saunders et Al. ( 2007 ) viewed pragmatism as being inclined towards the execution of scientific attack in cognition development thereby being seen as parallel to positivism. On the other manus, Bryan and Bell ( 2007 ) said that in the assemblage of informations, the realist deem it necessary for natural and societal scientific disciplines to utilize the same sort of methods albeit the external world that the scientist must concentrate onto. Harmonizing to Saunders et Al. ( 2005 ) pragmatism is said to be chiefly based on the theory that ; there is existence

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fact that is independent to single beliefs and thought ; admits it necessary to recognize homo ' s subjective world ; admits the world that human existences are non objects to be studied ; and alternatively discovers an external nonsubjective universe that could be studied.

Sobh and Perry ( 2006 ) considered pragmatism to be the best possible attack applicable for researching concern tendencies, due to the realist coincident consideration of the external world and complex nature of concern as they use elaborate qualitative research methods to investigate it alternatively of implementing wholly the rationalist attack.

Nonetheless, Outhwaite ( 1983 ) claim that the realist attack is the most advantageous research tool used for surveies which aspires to happen out, place, exemplify and analyze informations that are complex.

### **3. 2 RESEARCH APPROACH**

Identifying the research inquiries one seeks to reply will be determined by the research attack to be used at on different undertakings at different times. Therefore it seems to be unadvised with the thought that a specific research attack is better than the other ( Saunders et Al. ( 2007 ) . However, the writer on the other angle claim that make up one's minding on the research attack to be adopted for a research undertaking is extremely dependent on the theoretical place of the initial phase of the research.

Cohen et Al. ( 2007 ) identified inductive and deductive logical thinking as the major signifiers of concluding in research. The inductive logical thinking is interconnected to the interpretivism doctrine whereas the deductive logical thinking is related to that of the positivism doctrine. The deductive

logical thinking look to be more of the scientific attack which views nature from diverse aspect through the development of hypothesis that can thoroughly prove the mode in which nature works ( Collis and Hussey, 2003 ) . Cohen et Al. ( 2007 ) mentioned generalisation and hypothesis proving which uses quantitative informations as the nucleus property of the deductive attack. However, although utilizing its attack is faster to finish, Saunders et Al. ( 2007 ) knock the deductive attack as being inflexible thereby neglecting to be enlightened on the bases for things to be as they are.

On the other manus, the Centre of attending of the inductive attack which is interconnected to the interpretivism doctrine is sing some kind of job so as to derive more penetration of the nature of the job ( Saunders et Al. ( 2007 ) . Research workers who want to research the different positions associated with a peculiar issue are likely to utilize more qualitative informations and any other different methods in roll uping informations to set up the fact, as this enables the research worker to choose the research design excessively be used ( Easterby-Smith et al. , 2003 ) . However, Saunders et Al. ( 2007 ) knock the inductive attack of necessitating drawn-out clip with the possibility of non acquiring valuable informations. So in position of the above and for the intent of this research which is to look into people ' s perceptual experience on green and the manner they implement it, the research worker will utilize the realist attack to give a elaborate penetration into green and its execution.



### **3.3 QUANTITATIVE AND QUALITATIVE DATA**

Qualitative information chiefly represents information analysis tool or signifier of rolling up information such as interviews or categorizing information that frequently turn out to be non-numerical information (Saunders et al., 2007). This signifier of information provides that delves deeper into the actions of human existences happening out how and why they act that manner (Cohen et al., 2007). In the pursuit of happening out besides opens up the treatment for response as new issues or related developments are raised throughout the research procedure (Holliday, 2007). However, Collis and Hussey (2003) criticise this signifier of information as being subjective and devouring excessively much of clip, thereby making troubles in analyzing the collected information.

On the other hand, quantitative information is the measurable signifier of information aggregation (Bryman and Bell, 2003). Therefore utilizing scientific techniques to mensurate facts gathered and analysed to bring forth consequences (Bell, 1993). Quantitative information chiefly represents information analysis tool or signifier of rolling up information such as questionnaires, statistics or graph which turn out to be numerical information. Nevertheless questionnaires are the general technique used for garnering quantitative information (Sobh and Perry, 2006). Writers such as Collis and Hussey (2003) believe that this information is the best to utilize because it provides straightforward information and makes it faster in footings of analyzing the information.

Fielding and Schreier (2001) see the advantage of cross method triangulation which involves the combination of qualitative and quantitative

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informations aggregations in a peculiar research despite the philosophical place adopted for the research. Fielding and Schreier ( 2001 ) refer triangulation as the cogency theoretical account in the sense that by utilizing different methods to in analyzing the same phenomenon, common proof of consequences is obtained. Furthermore, Collis and Hussey ( 2003 ) assert that the usage of triangulation reduces fondness which could be found in any either the qualitative or quantitative attack.

Therefore the research worker will follow the triangulation attack so long as two companies will be used in the assemblage of informations so as to come into a logical decision thereby giving the research worker more insight to how the companies understand green and implement it.

### **3. 4 RESEARCH DESIGN**

Bryman and Bell ( 2007, p. 40 ) viewed research design as “ that which provides a model for the aggregation and analysis of informations ; therefore a pick of research design will reflect the determinations about the precedence being given to a scope of dimension of the research procedure ” . Saunders et Al. ( 2007 ) in their sentiment express research design as general program which indicate the agencies through which the research inquiries and aims will be answered. These will include the beginning of informations aggregation, the restriction and the ethical issues that might look during the executing of the research. Saunders et Al. ( 2007 ) identified three types of the research design including the exploratory, explanatory and descriptive.

Harmonizing to Robson ( 2002, p. 59 ) the explanatory research design is used to happen out “ what is go oning ; to seek new penetrations ; to inquire inquiries and to measure phenomena in a new visible radiation ” . In add-on Saunders et Al. ( 2007 ) outline seeking of literature ; questioning experts in the field ; and carry oning focal point group interviews as the primary ways of shipping on explorative research. The writers stress the flexibleness of utilizing this research design and its ability to set to alter.

The explanatory research design on the other manus, is seen as the extension of the explorative research design which provides an appropriate layout of a specific circumstance prior to the informations aggregation ( Jancowicz, 2005 ) . The explanatory research design besides ascertains the relationship between the variables ( Saunders et al. , 2007 ) . The descriptive research design is more of study or experimental surveies that is used to depict the informations collected on a peculiar topic ( Saunders et al. , 2007 ) .

For the intent of this research, the research worker will follow the constituents of explanatory and descriptive designs as the research worker attempt to happen out the positions on green and the manner its implemented.

### **3. 5 RESEARCH METHODS/STRATEGIES**

Jackowicz ( 2005 ) express research methods as the logical agencies of assemblage and analyzing informations so as to obtain information from it. The nature of probe or petition for information required by the research worker will find the signifier of research and the methods of informations

aggregation to be used. Furthermore the research inquiries and aims every bit good as the research worker ' s philosophical place such as the research worker ' s bing cognition on the topic, resources available and clip guides the pick of research scheme adopted for the survey. In this paper, a comparable instance survey scheme will be adopted.

### **3. 5. 1 Benefits and restriction of comparative instance survey methodological analysis**

It is important to observe that research done antecedently in the GSCM field has largely based on instance survey methodological analysis ( Geyer and Jackson, 2004 ; Trowbridge, 2001 ; Reiskin et al. , 1999 ; Matthews, 2004 ) . As such, it deem suited to follow a similar research method. Eisenhardt ( 1989, p. 534 ) classifies the instance survey as “ research scheme which focuses on understanding the kineticss present within individual scenes ” . The advantage associated with instance surveies is that, they can be used to detect about a instance retrospectively whereby subjects can be developed out of the stuff. Furthermore, the subjects can be used as case in points whereby lessons can be learnt from when similar undertakings are been executed ( Gill, 1995 ) . Yin ( 1994 ) in another angle observes the advantage of a instance survey attack in conditions where ‘ how and why? ‘ inquiries are asked and the research worker has little or no control over of the instance. The instance surveies approach makes possible the application of many-sided beginnings of grounds such as guidelines, studies, protocols and interviews particularly.

In position of the above, the research worker opt for comparative instance survey analysis which appears to be the most appropriate type of research

to detect the positions of companies on GSCM and how they implement it. The ground is to enable the research worker generate theological justifications and generalisations of the research topic ( Skocpol, 1984 ; Seuring, 2001 ) . Skocpol ( 1984 ) besides argue that it is through comparative research that generalisation can be developed. Nevertheless issues do occur as the comparative model is being developed.

In order to restrict this, the research worker deems it important to concentrate on a peculiar concern sector, which is the Food Processing sector.

Furthermore, comparative instance survey can be used to reexamine and contrast instances and the implicit in theory ( Hildrum, 2007 ) . This enables the research worker to derive penetration of the topic in a holistic position. Harmonizing to Kim ( 2003 ) there is discrepancy in houses ' functionalities and to obtain a satisfactory survey of a houses ' functionality, qualitative attacks such as comparative instance surveies are the best. It presents the needful information on the capable affair as the consequences turn out to be robust and compelling ( Yin, 1994 ) . In footings of environmental developments, comparative instance survey allows the surveillance of houses on different degrees ( del Brio et al. , 2008 ) . The research worker besides propose that utilizing this method of research will be of much aid so as to understand into inside informations how the companies operates and holding a closer expression at the grounds for utilizing the packaging stuffs for the merchandise.

### **3. 6 RESEARCH TECHNIQUES AND DATA COLLECTION**

Jackowicz ( 2005 ) regarded techniques as the process that is used to roll up and analyze informations for the information contained in the information. Techniques inform the research worker how to make something ( Bennet, 1986 ) . Gathering of informations can take the signifier of primary and secondary informations. Both the primary and secondary information was used for the intent of the survey.

Secondary informations is noted to be the bing informations which have already been gathered for any other intent ( Saunders et al. , 2003 ) . In this survey, secondary informations in the signifier of literature reappraisal was used. These include the bing research associating to the subject under survey which was reviewed utilizing diaries, magazines, text editions and the web sites. The usage of the secondary informations provides counsel to the research worker in replying the research inquiries and aims. However, the bing informations is criticised of sometimes non associating straight to the current survey or supplying all the replies to the research inquiries ( Kotabe, 2002 ) . Therefore it deem important to measure such factors prior to the usage of this signifier of informations ( Malhotra ( 2004 ) .

On the other manus, primary informations is regarded as the natural information gathered through observations, questionnaire studies and interviews for a specific research ( Saunders et al. , 2003 ) . Harmonizing to Malhotra ( 2004 ) obtaining information through primary informations are highly of import and more dependable even though it is said to be devouring more clip and expensive. The observation facet of primary informations

aggregation entails detecting, entering, explicating, analyzing and giving an reading of human behavior ( Saunders et al. , 2003 ) . deVaus ( 2002 ) depict the usage of questionnaires as a agency to roll up primary informations as a technique whereby single respondents are anticipated to react to the same set of inquiry in a preset mode. Writer, Jackowicz ( 2005 ) assert the usage of questionnaire since it is easy to plan to incorporate with many inquiries, and in footings of garnering responses from big sample it is the faster and efficient manner of roll uping informations. However, Gill and Johnson ( 2002 ) knock the low response rate and handiness as the restriction in utilizing this method.

The other agencies of roll uping primary informations is the interviews which seem to be the most promising in footings of roll uping consistent and suited informations that is important to the research inquiries and aims. Saunders et Al. ( 2003 ) mentioned three signifiers of interviews including ; structured interviews, unstructured interviews and semi-structured interviews. The structured interviews are executed utilizing questionnaires that are based on programmed and unvarying questionnaires whiles the unstructured questionnaires are carried out when the research worker wants to derive item cognition into a instance being studied ; eventually with the semi-structured interviews, the research worker lineations inquiries related to the subject which is anticipated to derive replies from. The agencies of roll uping semi-structured interviews informations is by tape-recording the conversation or taking notes ( Saunders et al. , 2003 ) .

### **3. 6. 1 Methods of informations aggregation and Analysis**

Continuing from above, the survey as stated earlier comprise of both primary and secondary informations sing the clip frame. For this research, the primary informations will be collected through semi-structured interviews. This will enable the treatment of the subjects to convey forth the interviewee ' s sentiments and thoughts ( Cheney et al. , 2004 ) . By and large the inquiries have been prepared in progress and when appropriate inquiries might be asked in order to obtain more information on the subject. Easterby-Smith et Al. ( 1991 ) outline five conditions under which semi-structured interviews are appropriate: First, when it is important to recognize the build-up of the interviewee. Second, when the interviewer requires building a precise apprehension of the interviewee ' s perceptual experience of the world and the universe, influenced by the interviewer. Third, the logic of a procedure is generalized. Fourth, when the subject under treatment is commercially sensitive or confidential and the fifth, unless holding a face-to-face scene treatment about the subject, the interviewee will non be wholly unfastened up.

**The will be audio recorded on tape a**

### **3. 7 SAMPLE SELECTION**

The research worker will utilize two mid-size companies as its units of analysis and in making so the research worker will take into history the companies ' former patterns and the present usage of green patterns across its degree of operations. Besides sing the fact that the operations of companies varies from one industry to another industry, the focal point of attending for the research will be in the Food Processing sector. Vechon



( 2007 ) observed that a peculiar industry ' s manner of operations by and large benefit from a related process or class of actions and work flows. Meanwhile Zhu and Sarkis ( 2007 ) are of the sentiment that among the diverse sectors of industries, different ordinances and statute law on the environment is applied which leads to diverse environmental patterns. The Food Processing sector is really broad, but so the high degree of clients susceptibleness to the quality of the merchandise is what makes the companies within distinguishable. However, the size of the company determines the application of the environmental strategy ( Lee and Rhee, 2007 ) . On the other manus, the resercher ' s focal point of attending on the mid-size companies is because of their related organizational constructions and degree of development.

The research worker chose two companies within the Food Processing sector because these companies normally uses the Mediterranean Shipping Company ( MSC ) lines for their import cargos which offered the reserchare chance to see their installations two old ages ago. The research worker was so adjunct to the logistics director of MSC and visited the installations several times prior to this research. The research worker ' s early connexions with company X unwrap that some facet of green is being practiced in the company ' s operations. This makes the handiness of equal informations to be possible to invetstigate the archive and program for the survey. Additionally the research creates the flexibleness and hardiness of the research methodological analysis. It places the form for another instance survey that uses besides archival despite the fabrication installation were

implementing green patterns at the clip of survey. The design of the research will non modify the pilot survey

## **Validity and Reliability**

### **3. 8 Ethical Consideration**

### **3. 9 LIMITATION OF RESEARCH**

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