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Green Logistics Strategic Initiatives and Challenges for Global Development

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ABSTRACT: Global trade is essential to economic expansion, but it also significantly exacerbates environmental issues through packaging waste, wasteful energy consumption, and carbon emissions. Green logistics is a strategy that uses eco-friendly transportation, warehousing, and distribution methods to strike a balance between sustainability and trade competitiveness. The role of green logistics in commerce is examined in this chapter, which also emphasises the increasing significance of digital technologies like the Digital Twin in improving the sustainability and efficiency of supply chains. Green logistics improves trade efficiency, lowers costs, and boosts brand reputation, according to a study of current studies (2020–2025). However, obstacles including large initial investments, infrastructural constraints, and problems with global standardisation still exist. The chapter concludes that future international trade and environmental responsibility will require more and more green logistics.

KEYWORDS: Green Logistics, International Trade, Eco-Friendly Transportation, Circular Economy, Smart Logistics

I. INTRODUCTION

The foundation of globalisation is now international trade, which makes it possible for products, services, and technology to move across national boundaries. Logistics activities—transportation, storage, and packaging—contribute considerably to global carbon emissions and resource depletion, which poses environmental difficulties even as they promote growth and competitiveness.

By incorporating sustainable methods into logistical operations, green logistics tackles these problems. Green logistics prioritises minimising environmental effects while preserving efficiency, in contrast to conventional logistics, which is primarily concerned with cost and speed. Stricter international rules, growing consumer demand for environmentally friendly products, and the long-term financial advantages of optimised operations have all made its role in commerce more crucial. The rise of digital technologies has further supported this transition. Tools such as the Digital Twin allow companies to simulate logistics processes, optimize routes, and predict disruptions, thereby saving energy and improving sustainability. However, green logistics still faces barriers, including high implementation costs, infrastructure gaps, and varying standards across countries. Despite these challenges, it is increasingly recognized as essential for ensuring competitiveness and responsibility in global trade.

II. REVIEW OF LITERATURE

According to **Le, Thu-Hien et al.'s** 2022 study, "Impact of Green Logistics on International Trade: An Empirical Study in Asia-Pacific Economic Cooperation," which was published in the International Journal of Economics and Financial Issues, Volume 12, Issue 4, pages 97–105, exporting nations with better green logistics performance considerably boost export volumes to other APEC members, and overall logistics performance in both exporting and importing nations is positively correlated with trade volume. To boost competitiveness and sustainable trade growth, the authors advise APEC economies to enhance green logistics efficiency (infrastructure, technology, and standards).

In a different study titled "Exploring green logistics practices in freight transport and logistics: a study of biomethane use in Sweden," which was published in the International Journal of Logistics Research and Applications, Volume 26,



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Issue 5, pages 548–567, Osman, Mary Catherine; Huge-Brodin, Maria; Ammenberg, Jonas; Karlsson, Jenny, 2023, came to the conclusion that using biomethane as a fossil-free fuel can reduce freight emissions while still being in line with business strategy. The study makes the case that in order to scale biomethane inside logistical networks, specific incentives and ecosystem collaboration are required..

According to a different study by Jayarathna, C. P.; Agdas, D.; Dawes, L., 2023, "Exploring sustainable logistics practices towards a circular economy: A value creation perspective," which was published in Business Strategy and the Environment, Volume 32, Issue 1, pages 704–720, logistics companies can create value by integrating circular-economy practices (such as resource recovery, reverse logistics, and service-based models), but success depends on partner capability development and strategic alignment. The authors point out that when integrated into business models, CE-oriented logistics techniques can improve both environmental performance and competitive advantage.

According to a 2024 study by Tetteh, Francis Kamewor; Kwateng, Kwame Owusu; and Mensah, John, titled "Green logistics practices: A bibliometric and systematic methodological review and future research opportunities," which was published in the Journal of Cleaner Production, Volume 476, Issue 15, research on green logistics practices has increased with themes including transportation, warehousing, reverse logistics, and performance measurement, but methodological fragmentation still exists. The authors urge investigations that connect GLPs to quantifiable environmental and trade outcomes that are integrative, theory-driven, and context-sensitive.

III. OBJECTIVES OF THE STUDY

1. To analyze the concept and importance of green logistics in the context of trade.
2. To examine recent research on sustainable logistics practices and their impact on global trade.
3. To explore the role of digital technologies, especially Digital Twins, in supporting green logistics.
4. To identify the key challenges and opportunities in adopting green logistics for international competitiveness.

Scope of the Study

1. The study focuses on the integration of green logistics within international trade systems.
2. It covers areas such as transportation, warehousing, packaging, reverse logistics, and digitalization.
3. The scope is global, considering practices in both developed and developing economies.
4. Special attention is given to the application of Digital Twin technology in logistics and its potential for sustainable trade.

Limitations of the Study

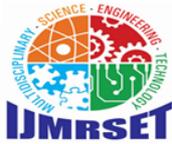
1. The study is based mainly on secondary data and literature review rather than primary field research.
2. The findings may not capture all regional differences, as logistics practices vary across countries.
3. Rapid technological changes may make some insights quickly outdated.
4. The study focuses more on conceptual and strategic aspects, with limited emphasis on technical implementation details.

The idea of "green logistics" and its function in trade

In order to reduce the impact on the environment, green logistics refers to integrating sustainable practices into the planning, execution, and administration of logistics, including transportation, warehousing, packaging, and distribution. By embracing the triple bottom line—economic viability, environmental stewardship, and social well-being—it goes beyond simple cost effectiveness. This strategy places a high priority on cutting greenhouse gas emissions, conserving energy, encouraging recycling, and utilising renewable resources.

Green logistics, which emerged in response to climate change, environmental degradation, and resource depletion brought on by industrialisation and globalisation, has gained traction as companies, governments, and consumers realise that conventional logistics methods are not long-term viable.

Green logistics is planning a company's logistics while taking its environmental impact into account. Its goal is to lessen the company's environmental impact without compromising its economic activities, and it is implemented throughout the whole supply chain. This is accomplished by making more or less significant adjustments to a business's logistical operations, such as supplier selection, infrastructure, storage space optimisation, or automation. There are



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numerous ways to integrate sustainable development with effective logistics. Even while implementing green logistics necessitates modifications to the business's operations and, consequently, time and financial expenditures, these adjustments can be highly advantageous for the business.

Key Components of Green Logistics

- ❖ Sustainable transportation includes using electric cars, alternative fuels, and switching from air and land transportation to rail and sea transportation.
- ❖ Eco-friendly warehousing, which includes waste minimisation techniques, energy-efficient lighting, and solar-powered storage.
- ❖ Green packaging, which uses less material and is lightweight, recyclable, and biodegradable.
- ❖ Systems for returns, recycling, and remanufacturing that support the circular economy are known as reverse logistics.
- ❖ Digitalisation in logistics: utilising tracking systems, IoT, and AI to optimise routes and cut down on inefficiencies.

What Is Sustainable Logistics?

Planning, carrying out, and overseeing logistics operations while including socially and ecologically conscious methods is known as sustainable logistics. It seeks to reduce environmental impact while preserving or even improving supply chains' profitability and efficiency. Some of the core elements include:

Carbon Footprint Reduction	To reduce pollution, electric vehicles and alternative fuels should be utilised.
Efficient Route Planning	Utilising data analytics and artificial intelligence to optimise delivery routes and cut fuel use.
Eco -Friendly Packaging	Using packaging materials that are recyclable, biodegradable, or reusable.
Green Warehousing	Installing energy-efficient lighting, HVAC systems, and solar electricity in warehouses.
Reverse Logistics and Recycling	Handling product lifecycles and returns in an eco-friendly way.

Furthermore, trucking is dominant in freight logistics. According to the International Transport Forum (ITF), by 2050, road freight would account for 56% of all emissions related to international trade, up from 53% in 2010. While aviation accounts for a lesser part of all freight, it generates disproportionately high emissions per ton-kilometer, whereas maritime shipping contributes about 11%.

Transportation, storage, and distribution are high-emission zones.

Greenhouse gas (GHG) emissions appear throughout a logistical process. The most important sources consist of:

Fleets of trucks:

Large amounts of CO₂ and nitrogen oxides are released by diesel-powered automobiles. Combustion engines continue to be carbon-intensive notwithstanding efficiency gains.

Energy use in warehouses:

Heating, cooling, refrigeration, and lighting are all very important. These plants produce significant emissions in the absence of renewable energy integration.



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Hubs for distribution:

Cross-docking, repackaging, and order consolidation are examples of energy-intensive operations that increase a logistics company's overall carbon footprint. Emissions increase in urban delivery zones as a result of idling and traffic congestion. Short-distance, last-mile deliveries can account for up to 50% of a package's total delivery GHGs, despite representing the shortest leg of the journey.

The Role of Green Logistics in Trade

As global supply chains grow and sustainability becomes a strategic goal, the role of green logistics in trade has grown in significance. The following aspects can be used to explain its significance:

Market Access & Regulatory Compliance

Strict environmental laws are imposed on imported and exported goods by numerous nations and trading blocs, including the European Union. Businesses that use green logistics techniques find it easier to comply with these rules, which facilitates easier access to markets. For instance, adhering to shipping pollution regulations enables exporters to access European markets without incurring fines.

Operational Efficiency & Cost Reduction

Green logistics frequently leads to long-term cost benefits even though it necessitates upfront investments. Energy-efficient warehouses save electricity expenses, ecological packaging lowers material prices, and optimised routes reduce fuel consumption. This results in lower logistics costs and higher profit margins for businesses involved in international trade.

Competitive Advantage and Brand Reputation

In today's globalised markets, environmentally responsible brands are growing in popularity. Businesses that use green logistics practices get a competitive edge by attracting environmentally conscious customers and improving their reputation globally. For example, multinational retailers highlight their green supply chain initiatives to differentiate themselves in international marketplaces.

Support for the Sustainable Development Goals (SDGs)

SDGs like Climate Action, Responsible Consumption and Production, and Industry, Innovation, and Infrastructure are all directly impacted by green logistics. Businesses assist environmental and economic development agendas by coordinating trading practices with sustainability.

Resilience and Risk Management

Supply chains can be strengthened by implementing green logistics. For example, reducing reliance on fossil fuels and mitigating risks from fluctuating oil prices or carbon levies can be achieved by optimising routes and implementing renewable energy sources.

Green Logistics' Advantages for International Trade

- ❖ Increases businesses' ability to compete globally.
- ❖ Enhances consumer trust and the company's reputation.
- ❖ Lowers the risk associated with carbon fees and fluctuating fuel prices.
- ❖ Enhances long-term trade sustainability by striking a balance between environmental and economic objectives.

IV. GREEN LOGISTICS INITIATIVES IN WAREHOUSE

Green logistics within the warehouse

Optimising warehouse storage space is a key component of green logistics. This lowers the number of pollutants produced by the company by reducing the number of handling machinery movements and avoiding pointless operations. Additionally, it makes operators' jobs easier and expands the warehouse's storage capacity.

For businesses that store at a specific temperature, optimising storage space also lowers the area that needs to be kept at that temperature, as well as air conditioning emissions and running expenses. Learn about our AR Mobile storage system, which maximises your warehouse storage space with rail-mounted sliding racking that is especially helpful in temperature-controlled spaces. Please read our post on the topic to learn more about how to create a more sustainable warehouse.



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Outside of the warehouse, green logistics

By establishing a CSR (Corporate Social Responsibility) policy, green logistics is also applied outside the warehouse. This shows that the business adheres to specific social and environmental standards, which may include selecting suppliers that consent to follow an environmental charter that the business has created. This charter may mandate the use of organic raw materials, biodegradable packaging, or specific environmental certifications or labels from the supplier, such the ISO 14000 standard or the European Eco-label.

Another strategy to implement green logistics is to shorten the distances covered during transportation. The corporation lowers greenhouse gas emissions from the transportation of items to its warehouse by giving preference to local suppliers. In order to minimise the number of empty spaces and, consequently, the number of trips, the organisation may also guarantee complete optimisation of the loading of the transportation vehicles employed. Thus, it appears that there are numerous ways to put green logistics into practice.

Initiatives for Green Logistics

Using eco-friendly methods throughout the supply chain to reduce environmental damage is known as "green logistics." This covers everything from utilising energy-efficient vehicles, controlling trash, optimising packaging, and procuring raw materials ethically. The objective is to cut waste, fuel consumption, and carbon emissions without sacrificing the dependability and speed required for international trade.

Businesses that include sustainability into their logistical operations not only contribute to environmental protection but also enhance their brand image, comply with legal obligations, and frequently cut long-term expenses.

Transportation: The Main Priority

Transport is one of the biggest sources of greenhouse gas emissions in logistics. Fossil fuels are used by railroads, trucks, cargo ships, and aeroplanes, with trucks and ships producing the majority of emissions in international trade. Green logistics techniques concentrate on using greener modes of transportation to solve this.

Long-distance rail transport, the usage of alternative fuels like liquefied natural gas or biodiesel, and electric and hybrid delivery vehicles are all growing in popularity. Additionally, by minimising needless travel, software-assisted delivery route optimisation lowers emissions and fuel consumption.

In order to further cut emissions and traffic congestion, some businesses are also investigating the use of autonomous electric vehicles and drones for last-mile deliveries in metropolitan areas.

Eco-Friendly Packaging and Storage

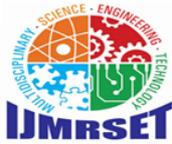
Transportation is not the only area where sustainability initiatives are made. Green logistics techniques are also being used in distribution centres and warehouses. To lessen their influence on the environment, many contemporary warehouses now use solar electricity, LED lighting, and energy-efficient HVAC systems. Additionally, automated systems are employed to increase order processing and inventory management's energy efficiency.

Another topic being examined is packaging. Environmental harm is largely caused by overpackaging, using non-recyclable materials, and using too much plastic. Companies are designing products and packaging to use less materials, encouraging customers to recycle or reuse packaging whenever possible, and increasingly switching to recyclable or biodegradable packaging materials.

Digital Technologies that Promote Sustainability

The advancement of green logistics is greatly aided by technology. Logistics operations are being made more transparent, effective, and sustainable through the use of technologies like blockchain, artificial intelligence (AI), and the Internet of Things (IoT).

AI-powered software, for instance, can enhance warehouse energy use, lower fuel consumption, and optimise supply chains. IoT sensors can track temperature, humidity, and fuel consumption in real time, enabling businesses to spot inefficiencies and fix them right away. Blockchain technology is utilised to guarantee product traceability and source transparency, guaranteeing that sustainability promises are supported by facts.



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Digital solutions increase decision-making, save expenses, and boost supply chain effectiveness in addition to lessening their negative effects on the environment.

Cooperation and Policy Assistance

Cooperation throughout the whole supply chain is necessary to implement green logistics at scale. Establishing ecologically friendly processes requires collaboration between manufacturers, suppliers, shipping companies, and retailers. By enacting laws and incentives that promote sustainable logistics, governments and international organisations also play a significant role. Businesses are encouraged to invest in sustainable logistics, for example, by laws that restrict emissions, provide tax benefits for environmentally friendly cars, or support the construction of green infrastructure. In order to guarantee uniform environmental standards, international cooperation is also crucial, particularly in international trade.

Green logistics' future

Supply chain automation, a trend that has been widely noted in recent years, appears to be essential to the future of green logistics. With the application of artificial intelligence, information digitisation, and robotization with AGV, AMR, robotic arms, and robotic racking—like our AR Shuttle system with automated pallet shuttles—Logistics 4.0 is probably going to keep evolving. By reducing the consumption of harmful energy, all of these automated solutions support green logistics. Given the current state of the environment and the advancement of logistics 4.0, it is expected that green logistics, which is already well-established today, will continue to grow.

V. GREEN LOGISTICS: ECO-FRIENDLY APPROACHES TO INTERNATIONAL TRADE

Green shipping for international trade

The influence of global trade on the environment is growing along with it. Logistics operations contribute significantly to resource depletion and climate change through waste production and carbon emissions. The idea of "green logistics" has become a key tactic to address these issues and make the distribution and transportation of commodities more environmentally friendly. Green logistics is minimising the environmental impact of logistical operations while preserving effectiveness and competitiveness in international trade. Green logistics is becoming a must for companies that want to operate ethically and stay competitive in a world that is changing; it is no longer a niche tactic.

Businesses are under increasing pressure to implement sustainable practices in every aspect of their operations as consumer knowledge of environmental issues rises. Although there may be an upfront cost associated with switching to green logistics, there are significant long-term financial and environmental advantages. The tactics being used now are paving the way for a more sustainable future in international trade, from cutting carbon emissions to increasing operational effectiveness.

Green logistics and the role of technology

One of the main forces behind green logistics is technology.

- ❖ Simulating logistics processes virtually before implementing changes in the real world, digital twins help businesses reduce inefficiencies.
- ❖ Blockchain ensures that sustainability claims can be validated by bringing transparency to global supply networks.
- ❖ IoT (Internet of Things) sensors track carbon emissions, fuel usage, and vehicle parameters in real time.
- ❖ Predictive demand forecasting, route optimisation, and empty return reduction are all aided by artificial intelligence (AI).

Policies and Incentives from the Government

- ❖ Governments worldwide are actively promoting green logistics through regulations, incentives, and policies.
- ❖ The European Union's Carbon Border Adjustment Mechanism (CBAM) requires importers to account for the carbon footprint of their products.
- ❖ Businesses who invest in renewable energy warehouses or convert to electric fleets are eligible for tax benefits in some countries.
- ❖ Many developing nations are promoting public-private partnerships to build eco-friendly transportation infrastructure, like rail freight lines or electric vehicle charging stations.



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Challenges in Implementing Sustainable Logistics

There are still some obstacles in the way of total sustainability, despite significant advancements in making logistics more environmentally friendly. Organisational, technical, infrastructural, and regulatory issues that impact businesses across numerous industries are the root cause of these challenges. Even while there are still implementation issues, modern logistics management software is playing a bigger part in getting beyond these barriers. The following is a list of some of the primary challenges companies have when implementing sustainable logistics strategies:

High initial outlay of funds

Adopting sustainable logistics frequently necessitates a large initial outlay of funds. AI-powered equipment, warehouse automation, electric cars, and renewable energy systems are expensive. Small and medium-sized enterprises may struggle to obtain the required funds or justify the expenditure in the short term, while giant corporations may have the capital to bear these costs. These businesses could be reluctant to switch to greener options if there are no obvious and instant cost reductions. Making sustainability more accessible can be greatly aided by financial assistance in the form of grants, subsidies, and low-interest loans.

Infrastructure Restrictions

The availability of supporting infrastructure is critical to the success of sustainable logistics. Regrettably, there is an unequal distribution of renewable energy sources, smart energy grids, and EV charging points throughout various locations. While rural and impoverished places frequently lack these facilities, urban areas may have greater infrastructure. In a same vein, digital infrastructure that is necessary for real-time tracking and intelligent warehousing—such as high-speed internet and IoT networks—is not always dependable or accessible. These restrictions may make it more difficult for green logistics techniques to be widely used, especially for companies that have several sites.

Insufficient Standardisation

The lack of international standards for carbon accounting, emissions reporting, and sustainability measures is a significant obstacle to the implementation of sustainable logistics. Industry-wide comparisons are challenging because different businesses monitor and report their environmental effect using different systems and techniques. This discrepancy hinders stakeholders' capacity to assess sustainable initiatives and decreases transparency. Additionally, it causes uncertainty for companies attempting to adhere to environmental standards in several countries, which results in inefficiencies and extra compliance expenses.

Complicated Supply Chains

Global supply chains involve many different parties, modes of transportation, and legal systems, making them extremely complicated. Every link in the chain might use various technologies, standards, and degrees of sustainability commitment. It is quite difficult to coordinate efforts across such a broad network. Aligning objectives, simplifying procedures, and preserving visibility across all touchpoints are necessary. By enhancing data visibility and partner process integration, sophisticated logistics management software can assist these initiatives. Events like pandemics, extreme weather, or geopolitical conflicts can generate disruptions that complicate these efforts and impede the advancement of more sustainable methods.

Even while these difficulties exist, they are not insurmountable. Companies that place a high priority on long-term planning understand the benefits of making sustainable investments. The advantages include long-term cost savings, improved brand recognition, adherence to changing laws, and a favourable effect on the environment. In order to overcome these obstacles and create a more sustainable logistics ecosystem going forward, industry cooperation, technological innovation, and supportive governmental policies will be essential.

Upcoming Developments in Green Logistics

In the future, new sustainable innovations will change the logistics scene, such as:

- ❖ Ships and vehicles that run on hydrogen instead of fossil fuels.
- ❖ Drone deliveries, which lessen traffic in cities and last-mile pollution.
- ❖ Completely automated, carbon-neutral warehouses that run exclusively on renewable energy and are controlled by artificial intelligence.
- ❖ International carbon accounting systems for tracking and reporting emissions across the supply chain.



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VI. CONCLUSION

A move towards more ethical and ecologically conscientious supply chain procedures is represented by green logistics. Businesses can drastically lessen their environmental effect by reconsidering their use of technology, transportation, warehousing, and packaging. Adopting sustainable logistics techniques will be essential to ensure that progress does not come at the expense of the environment as international trade continues to increase.

In contemporary international trade, green logistics has developed from a specialised idea to a strategic necessity. In addition to addressing environmental issues like lowering carbon emissions and conserving resources, prioritising sustainable methods in transportation, warehousing, packaging, and distribution also improves commercial results. Businesses that support international sustainability programs gain from increased brand recognition, long-term cost savings, and greater operational efficiency.

Despite obstacles including large investments and intricate supply chains, one assessment emphasises that when combined with technology and teamwork, green logistics techniques provide “cost savings, environmental sustainability, and increased brand reputation.”

Furthermore, by guaranteeing adherence to stricter environmental rules and future-proofing supply chains against disruptions like fuel volatility and regulatory changes, green logistics facilitates access to global markets. Resilience, competitiveness, and compatibility with the UN Sustainable Development Goals are all encouraged by it. To reach its full potential, organisations must still overcome problems like fragmented supply chains, infrastructure limitations, and measurement issues.

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