



Exploring Drivers of Closed Loop Supply Chain in Malaysian Automotive Industry

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Abstract

This chapter is aim to explore the drivers of closed loop supply chain in Malaysian automotive industry. The growth of automotive industry in Malaysia is rapidly increasing. There are five drivers identified that can implement the closed loop supply chain in Malaysian automotive industry. Customer awareness has urged the manufacturers and suppliers to produce and supply more environmental friendly product. Social responsibility is the firms' obligations to ensure that their operation activities could reduce environmental impacts which can be harmful to the society. Environmental concern is the awareness on environmental preservation and conservation. Governmental legislation has been implemented to ensure the firms adhere to the government policies as to attain greener industrial practices. Waste management refers to the waste disposal system in order to reduce waste treatment costs, pollution and landfill issues. Therefore, the drivers are important elements in carrying out the closed loop supply chain in the Malaysian automotive industry.