

# **Managing project success using project risk and green supply chain management: A survey of automotive industry**

*Yudi Fernando*

Faculty of Industrial Management, Universiti Malaysia Pahang, Kuantan, Malaysia

*Tim Walters*

Ideaslab, Woodlands, Texas, USA

*Mohamad Norris Ismail*

Graduate School of Business, Universiti Sains Malaysia, Minden, Malaysia

*Yong Won Seo*

College of Business and Economics, Chung-Ang University, Seoul, Republic of Korea, and

*Masatoshi Kaimasu*

Faculty of Home Economics, Kobe Women's University, Kobe, Japan

## **ABSTRACT**

**Purpose** – The implementation of the risk management in the development of new car models can contribute to the improvement of the project management performance and project success. The purpose of this paper is to provide evidence about whether project risk management (PRM) and green supply chain management (GSCM) are positively related to project management performance and the project success.

**Design/methodology/approach** – Data were collected from 145 project managers in the Malaysian automobile manufacturing industry and analyzed using structural equation modeling.

**Findings** – The results found that PRM and the GSCM had a positive association with project management performance and the project success.

**Originality/value** – The effective implementation of GSCM and risk mitigation strategy is strategic solutions to manage sustainable project performance and successful implementation of a project.

## **KEYWORDS:**

Malaysia, Project management, Automotive industry, Project success, Green supply chain; Project risk management