



The Relationship between Manufacturing Enterprise Performance and Environmental Sustainability

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Message from the Guest Editors

Environmental sustainability (ES) has emerged as a key area in organizations. Specifically, in the contemporary business environment, ES is becoming a strategic imperative for a wide array of types and sizes of organizations. The increasing customer demand for ecofriendly products, the rising expectation for corporate social responsibility, and stiffening environmental regulations are the key drivers for organizations to undertake ES initiatives. Manufacturing industries have adopted green practices by using recycled materials, reducing emissions, conducting energy audits, promoting green technology innovation, and developing green supply chains and production management. ES is a complex and far-reaching process. Some firms pursue sustainability to improve their practices, whereas others do it to match their competitors' moves. Most firms are likely to focus on certain ES practices but neglect other sustainability activities. Several researchers have examined the relationship between ES and manufacturing performance but have come up with mixed or inconclusive results.





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Message from the Editor-in-Chief

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