Fostering Sustainability: The Contribution of Information Technology to Green Supply Chain Management

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Abstract: *In a world marked by heightened environmental sensitivity, businesses are facing significant pressure to adopt sustainable practices. Green supply chain management (GSCM) represents a c approach to minimizing ecological impact. This paper investigate the vital role of Information Technology (IT) in facilitating and supporting GSCM. With offer assistance of progressed instruments, companies can accomplish straightforwardness, proficiency, and maintainability inside their supply chains. We see at how IT empowers the collection, examination, and sharing of information, subsequently making a greener solid trade demonstrate. Through a combination of writing audit and case ponders, this inquire about points to highlight the transformative potential of IT in driving feasible supply chain hones, giving profitable experiences and proposals for companies pointing to diminish their carbon impression*

Keywords: Green Supply Chain Management (GSCM), Information Technology (IT), Sustainability, Environmental Impact, Digitalization, Supply Chain Transparency, Data Analytics, Circular Economy