



Figure 2. Classification of Strategies (MICMAC)

5. Discussions and Conclusion

Continuous environmental deterioration and depletion of natural resources are forcing nations to look into innovative ways for incorporating sustainability practices. Governments are hence enforcing strict regulations on the firms to resonate sustainability into their SC that will result in economical, ecological and social benefits. Environmental improvements for nations like India are not only essential to attract new customers but also for a sound future. Identification and effective implementation of the right sustainability practices is still a challenge for most firms, particularly in the developing nations. In order to overcome this problem, our research seeks to identify the strategies of sustainability for firms in India and analyze interrelationships among them. Further the study helps in identifying those strategies that can aid an Indian electronics-component manufacturing firm to achieve overall sustainability of the value chain. ISM methodology is implemented for this purpose along with MICMAC analysis. A total of 18 strategies are identified from rigorous literature survey, which are used for evaluation of sustainability performance of the SC. The study resulted in the following observations:

MICMAC analysis shows that none of the strategy was obtained in the autonomous-quadrant and only three strategies were in the dependent-quadrant which shows that there is less instability among the selected ones. That means *waste reduction*, *supply chain risk* and *customer satisfaction* need better attention by DMs, as there is still scope for improvement in them. Linkages-quadrant consists of maximum number of strategies, as this quadrant illustrates high driving/dependence power, which clearly shows the potential of these strategies in influencing the overall SC performance. Further, strategies constituted in the independent-quadrant holds most importance, as focusing more on these can lead the electronics-component manufacturing firm towards higher sustainability score.

The relationships among the strategies are demonstrated with the help of the diagraph (Figure 2). Implication drawn from the model is that *Government rewards and recognition*, *management commitment* and *customer involvement* are most essential strategies for the firm. So a firm working towards making its practices environment friendly, incorporating all the parameters defined by the government, gets recognized and rewarded. ISM model shows a practical case of an Indian electronics-component manufacturing firm, which will help DMs for focusing on improving those sustainability strategies that will eventually aid in improving the overall performance of the firm.

Our study can be applied to the general electronics industry. Although the DMs' opinions may change as per each firm's requirements, however the validity of the judgments can be checked used structural equation modeling (SEM) in future.

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