Abstract

The integration of Green Supply Chain Configuration Decision Making with New Product Development is challenge before any enterprise in today’s era of globalization and stiff competition. The real challenge is for a Fast Moving Consumer Goods (FMCG) manufacturer as these products have a short shelf life. The research paper tries to capture the economic and ecological aspect while designing a new product low carbon footprint supply chain configuration for a FMCG manufacturing enterprise under the effect of carbon cap and trade economic policy. First a conceptual framework is presented and then the situation is modelled via a mathematical model. Numerical illustration is presented to validate the proposed model.

References


**Index Terms**

- Computer Science
- Information Sciences

**Keywords**

- Carbon emission; Carbon cap; Environment protection; Global warming