

# The Impact of Upstream Pharmaceutical Sustainable Supply Chain Management Practices on Performance of Pharmaceutical Companies in Ghana

Gifty Kumadey, Prof. Albert Tchey Agbenyegah

Takoradi Technical University, Ghana

## Abstract

The existing business climate demonstrates that to ascertain a company's viability and acceptable success rates, it is better not to focus only on financial goals as the best long-term strategy. This quantitative study aims to assess sustainable supply chain management practices in the upstream pharmaceutical industry. From a population of 2000, a sample of 210 managers from different upstream pharmaceutical industries were randomly chosen to provide primary data. Data was analysed through the SPSS aided by the structural equation modeling tool to examine the dependent and independent variables. The outcomes of the study revealed a significant relationship between SSCM and supply chain performance. Besides, the study found moderation impact between TMC and SSCM and SSCMP respectively. Recommendations were that top managers need to develop sustainability strategy, integrate sustainability into business operations, establish a culture of sustainability to consolidate sustainable supply chain management within the upstream pharmaceutical industry.

**Keywords:** Sustainable supply chain, supply chain performance, operational performance, pharmaceutical supply chain, top management commitment