

**Impact of green intra and extra sustainable manufacturing practices
on organizational economic sustainability in the manufacturing
sector organizations in Anuradhapura district**

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Abstract

The emergence of the concept of sustainability reflects a decisive change in global thinking, thus forcing organizations to reconsider the approach in conducting their firm operations. If the firms needed to get strong performance continuously, firms should re-establish their corporate strategy by introducing and implementing more integrated green sustainable practices. When reviewing literature regarding green intra and extra practices, developed countries are prominent than developing countries. However, research in Sri Lanka has little attention on sustainability with greening process. The objective of this study is to fill this research gap by testing the impact of green intra and extra manufacturing practices on organizational economic sustainability in the Manufacturing Sector. The study identified Intra (Green Production, Eco Management & Green Technology) and Extra (Green Policies, Green Marketing & Public Pressure) Sustainable Manufacturing Practices (SMP) as independent variables and Organizational Economic Sustainability as dependent variable. The data were collected from 30 manufacturing sector organizations in Anuradhapura district by using convenience sampling technique method. Primary data was collected through a self-administrative and 5-point Likert type questionnaire. Descriptive analysis, correlation and linear regression model were used for the analysis of collected data. This study found that variables of Intra SMP has a positive significant impact on Organizational Economic Sustainability and variables of Extra SMP has positive impacts except green marketing and public pressure, because they do not have knowledge about green concept, good marketing strategies and low public pressure. In general, the results have empirically proven the role of SMP in influencing the economic performance. Thus, it is suggested that, firms should clearly define and grasp economic opportunities gained from being environmental friendly and socially responsible instead of acting on well- intentioned impulses or reacting to external pressure.

Keywords: *Anuradhapura district, manufacturing sector organizations, organizational economic sustainability, green sustainable manufacturing practices*