

# **An Integrated Tertiary Education Supply Chain Management Model to Achieve Sustainable Performance among Malaysian Private Universities.**

## **ABSTRACT**

Supply Chain Management (SCM) and its related practices are an established concept particularly in the manufacturing industry. However its application in the service industry still remains under-utilized. Research on sustainability in higher education also appears to be at an infancy and yet to be explored. In the middle of intensifying competition among manufacturing industries, service SCM has steadily been incorporated as an established managerial method to reach sustainability performance, profits and growth among education institutions. As such the aim of this study is to examine the relationship among SCM and sustainability practices towards sustainability performance of Malaysian private universities (PU). The population of the study consists of 18 Malaysian Private Universities (PUs). The PUs are stratified in to three performance categories; namely, category A, B and C. A questionnaire survey was carried out among three categories of PUs involving 1108 respondents. Statistical analysis was carried out by using structural equation modelling through AMOS 23 software to measure the relationship between SCM and sustainable practices and sustainable performance of Malaysian PUs. The findings indicate that SCM and sustainable practices impact the sustainable performance directly and indirectly. There is also strong evidence of the relationship between information sharing, environment and economic factors, as fundamental determinants of university performance. Although this study indicates a good estimation of the proposed model, additional variables from SCM practices might be added to improve prediction of strength of proposed model such as considering size and population of the universities. In terms of contribution the framework proposed in the study could assist universities to conduct sustainability assessments by providing elements of performance. Hence it can serve as a guideline to select appropriate SCM and sustainable practices and to what level the practices need to be improved to leverage universities sustainability performance. Besides that this study contributes to an enhancement of theoretical and practical knowledge of SCM and sustainability concepts in the education industry.