

Measuring The Impact Of The Implementation Of Environmental Management System On Company's Competitiveness

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Abstract

Implementation of ISO 14001 (Environmental Management System) is expected to be a factor to the future business success of a company. Furthermore, eco-labelling could also be used as a marketing tool where customers are sensitive to environmental issues. Time has come to embrace the concept of environmental management and the enlightened companies in the industrialized world have already started to examine how best to integrate environmental awareness and protection into their business and planning. This paper proposes to identify the environmental motivators of a selected group of companies and the behaviour of 'cost-benefit' curves associated with the implementation of Environmental Management System (EMS) in their respective organizations. In addition to the case studies, a survey has also been conducted on buying preferences of consumers for environmental friendly products. Result of the case studies and the consumer survey are reported.