

## ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE SUPPLY CHAIN MANAGEMENT IN THE PLATFORM ECONOMY

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**Abstract:** with rapid economic development, the purchasing power and consumer ability of residents has increased significantly. A significant increase in global consumption leads to huge demand for global resources (such as materials and energy) and causes a large amount of pollutants, which creates serious problems for global sustainable development. Green and sustainable supply chain management is currently a concern for scientists and companies, and it is believed to play an important role in providing solutions to address global sustainability issues.

**Keywords:** economic development, global consumption, global sustainable development, supply chain management, global sustainability issues.

## ЭКОЛОГИЧЕСКИ ЧИСТОЕ И УСТОЙЧИВОЕ УПРАВЛЕНИЕ ЦЕПОЧКАМИ ПОСТАВОК В ЭКОНОМИКЕ ПЛАТФОРМЫ

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**Аннотация:** с быстрым экономическим развитием значительно возросла покупательная способность и потребительские способности жителей. Значительное увеличение мирового потребления приводит к огромному спросу на глобальные ресурсы (такие как материалы и энергия) и вызывает большое количество загрязняющих веществ, что создает серьезные проблемы для глобального устойчивого развития. Экологичное и устойчивое управление цепочками поставок в настоящее время является проблемой для ученых и компаний, и считается, что оно играет важную роль в обеспечении решений для решения глобальных проблем устойчивости.

**Ключевые слова:** экономическое развитие, глобальное потребление, глобальное устойчивое развитие, управление цепочками поставок, проблемы глобальной устойчивости.

The definition of environmentally friendly and sustainable supply chain management is “the integration of environmental thinking into supply chain management, including product design, material selection and selection, manufacturing processes, final product delivery to consumers, and end-of-life management product after its beneficial use”. Bearing in mind the importance of environmentally friendly and sustainable supply chain management to stimulate a low-carbon economic transition and building a sustainable society, governments are also pursuing several effective policies to promote environmentally friendly and sustainable supply chain management, such as subsidizing low-carbon technologies, regulating emissions trading and carbon tax regulation.

Recently, with the use of new technologies such as big data, cloud computing, the Internet of things and blockchain technology in supply chain management, innovations in supply chain management are also mentioned with unprecedented heights. However, it is worth noting that the platform is an important carrier of innovation in supply chain management. In the field of supply chain management, it is equally important to green the entire supply chain and promote the development of the platform. In fact, the platform's economy is widely used in reality, and more and more firms are joining the platform for more profit. Typical platforms contain Tmall.com, JD.com and have different modes of operation. Tmall.com charges a fee for each income and JD.com buys products from firms and sells them to consumers. In addition, Tmall.com and JD.com are exploring the channel. In addition, there are different competition platforms. And firms face a big breakdown in

demand when they join platforms. When a firm joins a third-party platform, although it may encounter uncertainty in demand and a competition platform, it may join more consumers.

Due to the popularity of environmentally friendly and sustainable supply chain management, as well as to access more resources and attract more customers, the platforms also took into account sustainability issues. However, it is known that when a platform addresses sustainability issues and promotes green supply chain management, it can be costly, which will affect its short-term competition and its platform companies' decisions regarding production, supply chain, logistics, product development and distribution. technologies that determine the efficiency of resource use, types and intensity of pollutants. Therefore, how to balance these factors and make reasonable decisions is necessary for the platform and its members.

The main objectives of this article are to study the issues of environmentally friendly and sustainable supply chain management in the context of the platform economy and the proposal to scientists and practitioners to analyze how to implement the management of environmentally friendly and sustainable supply chains in the platform economy. We welcome analytical, quantitative, empirical, and multi-methodological original research on a platform based on environmentally friendly and sustainable supply chain management. Meanwhile, as environmental problems become more serious, people pay more and more attention to their health. The medical supply chain, an evolving branch of many supply chains, has attracted widespread attention.

The effective functioning of the medical supply chain can not only provide patients with good medical services, but also ensure the efficient use of resources and reduce the negative impact on the environment. How to ensure the efficient operation of the medical supply chain seems to be quite important. Fortunately, big data technologies and a platform have appeared. A data-driven management and platform provides a guarantee of the efficient operation of the medical supply chain. Consequently, this special issue considers the management of the supply chain of medical services separately when considering the overall management of the ecological supply chain in the platform economy.

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