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The Role of Retail Beauty Workers to Enhance Green Supply Chain Management in the Beauty Industry

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Abstract

Purpose: The primary objective of the present study is to investigate the contribution of retail beauty workers toward improving ‘Green Supply Chain Management’ (GSCM) within the beauty sector, and to address the following research inquiry: What are the responsibilities and contributions of retail beauty workers in the promotion and implementation of GSCM practices within the beauty industry? **Research design, data, and methodology:** The research methodology for this study was employed in investigating the current literature dataset and conducting qualitative literature analysis (Peer-reviewed journal articles and books). This study provides a comprehensive account of the data collection procedure and clear process employed for data analysis. **Results:** According to the qualitative textual analysis based on comprehensive literature analysis, the crucial aspects of retail beauty workers' contribution to enhancing GSCM within the beauty industry are following: (1) Promote green products, (2) provide green customer education, (3) Provision of environmental friendly services, and (4) Involvement in reducing green waste. **Conclusions:** All in all, through this process, four distinct roles were identified, which retail beauty workers can assume to facilitate the implementation of GSCM practices. This entails effectively advocating for environmental friendly products to customers by showcasing their value, attractiveness, and appropriateness in meeting customers' requirements and preferences.

Keywords : Retail Beauty Workers, Green Supply Chain, Beauty Industry, Qualitative Textual Analysis.

JEL Classification Code : Q56, J24, L16, L81

1. Introduction

The beauty industry is a significant and highly lucrative sector within the global economy. Nevertheless, this industry encounters notable obstacles to environmental sustainability. It is primarily because beauty products and their packaging account for approximately one-third of all waste deposited in landfills. Furthermore, these products generate considerable greenhouse gas emissions throughout their life cycle and consumers' consciousness is growing

regarding the ecological consequences associated with their choices in personal care products. As a result, there is an escalating demand for products derived from natural sources that possess organic certifications and exhibit environmentally friendly attributes (Nejati et al., 2017).

In light of these challenges and opportunities, numerous beauty companies have embraced the implementation of green supply chain management (GSCM) practices. The primary objective of these practices is to mitigate the environmental impact associated with their products

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throughout the entire lifecycle, encompassing aspects such as raw material acquisition, distribution, and disposal (Agyabeng-Mensah et al., 2020). GSCM incorporates environmental considerations into various business operations, including supplier selection, product design, manufacturing processes, packaging, transportation, and waste management. GSCM can generate competitive advantages for beauty companies by enhancing their brand image, customer loyalty, operational efficiency, and innovation capability (Bals & Tate, 2018).

Nevertheless, it should be noted that GSCM encompasses more than just corporate strategy and responsibility. It necessitates the active participation and cooperation of diverse stakeholders throughout the supply chain, which includes individuals employed in the retail beauty sector (Gandhi et al., 2015). Retail beauty workers are the primary personnel responsible for engaging directly with customers in beauty establishments, including stores, salons, spas, and various online platforms. They are pivotal in shaping customer behavior, preferences, and overall satisfaction. Hence, individuals employed in the retail beauty sector possess the capacity to actively participate in GSCM endeavors (Khan, 2018). This can be achieved through the promotion of environmentally friendly products, the dissemination of knowledge about ecological concerns among customers, the provision of eco-conscious services, and the implementation of waste reduction strategies.

The primary objective of this study is to investigate the contribution of retail beauty workers toward improving GSCM within the beauty sector, and to address the following research inquiry: What are the responsibilities and contributions of retail beauty workers in the promotion and implementation of GSCM practices within the beauty industry? To address this inquiry, the present study will comprehensively examine existing literature about GSCM and retail beauty workers. The objective is to discern and elucidate four principal functions that retail beauty workers can undertake to facilitate the implementation of GSCM practices. This study examines the ramifications of these roles for professionals and propose suggestions for enhancing GSCM practices within the beauty sector.

2. Literature Review

This section aims to provide a comprehensive review of the current literature about Green Supply Chain Management (GSCM) and its implications for retail beauty workers. The initial segment of this study will provide a comprehensive definition of GSCM and its various dimensions (de Sousa Jabbour, 2015). Subsequently, the subsequent section will delve into an in-depth analysis of the drivers and advantages of implementing GSCM practices

within the beauty industry. Following this, the third section will critically evaluate the challenges and barriers that hinder the successful implementation of GSCM in the beauty industry. Lastly, the fourth section will shed light on the pivotal role played by retail beauty workers in delivering exceptional customer service.

2.1. Definition and Dimensions of GSCM

Green Supply Chain Management (GSCM) integrates environmental management principles with supply chain management (SCM) practices to mitigate the environmental consequences associated with the production and distribution of beauty products. The framework comprises five distinct dimensions: green purchasing, design, manufacturing, distribution, and reverse logistics (Scur & Barbosa, 2017). These dimensions encompass various phases of the product life cycle, ranging from procurement to disposal, and encompass diverse environmental practices and activities. GSCM necessitates an all-encompassing and interconnected methodology that considers the interplay and compromises between various dimensions (Cardoso de Oliveira et al., 2018).

2.2. Drivers and Benefits of GSCM in the Beauty Industry

GSCM (Green Supply Chain Management) in the beauty industry is influenced by various factors. These include regulatory pressure, which compels beauty companies to adhere to environmental laws and regulations (Vanalle et al., 2017). Additionally, customer demand drives beauty companies to provide green products and services that align with customer preferences and expectations. Competitive pressure also plays a role as beauty companies strive to differentiate themselves from competitors by implementing GSCM practices that enhance their brand image and value proposition. Ethical responsibility is another factor, as beauty companies are motivated to act in a morally responsible manner towards the environment and society (Berning & Venter, 2015). Cost reduction is a significant driver, prompting beauty companies to adopt GSCM practices that reduce costs and improve overall profitability.

2.3. Gaps of GSCM in the Beauty Industry

In the beauty industry, the adoption and implementation of Green Supply Chain Management (GSCM) face various challenges and barriers, despite its evident drivers and benefits. Several significant challenges and barriers exist in this context (de Oliveira et al., 2018).

Insufficient awareness and knowledge: Many beauty companies and their supply chain partners need more

awareness and knowledge regarding the environmental consequences of their products and operations, as well as the potential advantages associated with green supply chain management practices (Vadakkepatt et al., 2021). This phenomenon can result in diminished motivation, dedication, and assistance toward GSCM initiatives.

The absence of stringent environmental standards and regulations is prevalent in the beauty industry, particularly in developing nations. This lack of oversight applies to numerous beauty products and their constituent ingredients. This phenomenon may result in a need for more motivation, impetus, and direction for beauty companies and their supply chain collaborators to embrace GSCM practices (Nozari et al., 2019).

The absence of collaboration and coordination is a prevalent issue within the beauty industry, as various companies and their supply chain partners possess distinct objectives, interests, and capacities for environmental sustainability. This divergence often leads to conflicts, mistrust, and resistance among the involved parties. Additionally, this can impede the collaboration and coordination of GSCM activities throughout the supply chain (Kumar et al., 2015).

The beauty industry and its supply chain partners often need more resources and capabilities, including financial, human, technical, and infrastructural constraints. These constraints hinder their ability to invest in or implement GSCM practices. This can also impact their capacity to oversee, assess, and enhance environmental performance (Grant et al., 2017).

Need for more customer demand and feedback: Many customers exhibit limited awareness or indifference toward the environmental consequences of their personal care preferences. Additionally, many customer's express skepticism or disregard for green products and services (Sarkis & Dou, 2017). This phenomenon can diminish the demand and reception of environmentally-friendly products and services, discouraging beauty companies and their supply chain partners from embracing GSCM practices.

Challenges and barriers in the beauty industry can contribute to a negative feedback loop. Factors such as limited awareness, knowledge, standards, regulations, collaboration, coordination, resources, capabilities, demand, and feedback can exacerbate the difficulties of adopting and implementing GSCM practices (Sambrani & Pol, 2016).

2.4. Retail Beauty Workers and Their Role in Customer Service

Retail beauty workers are the primary personnel who engage in direct customer interactions within beauty establishments, including stores, salons, spas, and online platforms. Customer service representatives engage in

diverse responsibilities, encompassing tasks such as welcoming customers, furnishing them with pertinent information and guidance regarding products and services, illustrating the usage and application of products, offering recommendations on products and services, managing transactions and grievances, and cultivating customer relationships (Fortunati, 2020).

Retail beauty workers play a pivotal role in shaping customer behavior, preferences, and satisfaction, as they frequently serve as the primary conduit of information and persuasion for customers. According to scholarly research, individuals employed in the retail beauty industry can influence customer decision-making through four distinct mechanisms (See the Figure 1).

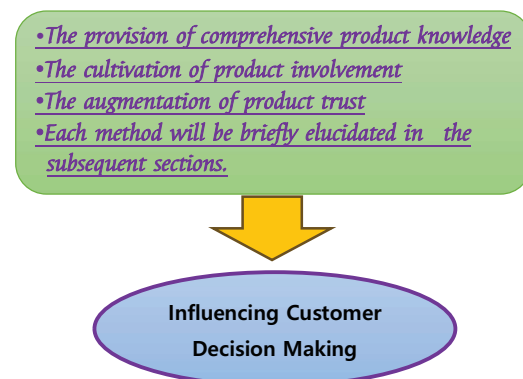


Figure 1: Four Significances of Influencing Customer Decision Making in the Retail Beauty Industry

Providing product knowledge by retail beauty workers involves disseminating pertinent and precise information to customers regarding the characteristics, advantages, constituents, and applications of various products and services. This feature has the potential to enhance customers' understanding of the product, thereby bolstering their confidence, interest, and motivation to make a purchase (de Sousa Jabbour et al., 2017).

The establishment of product involvement: Retail beauty employees can foster emotional and cognitive engagement among customers towards products and services by effectively showcasing their value, attractiveness, and appropriateness of customers' individual needs and preferences. This phenomenon could enhance customers' product involvement, augmenting their attention, curiosity, and purchase intention (Kolling et al., 2022).

Retail beauty workers can achieve the augmentation of product trust by demonstrating their credibility, reliability, and honesty in providing information and advice to customers. This can assist customers in cultivating trust in the product, enhancing their loyalty, satisfaction, and propensity to recommend the purchase.

The aforementioned strategies for influencing customer decision-making can establish a positive feedback loop. This is because when customers gain more knowledge about the product, become more engaged, and develop trust, it can further strengthen the influence of retail beauty workers in providing customer service.

Table 2: Previous Literature Review

Theme in the Literature	Prior Resource
An in-depth analysis of the drivers and advantages of implementing GSCM practices and the necessity of investigating the role of retail beauty worker to enhance green supply chain	de Sousa Jabbour (2015), Scur and Barbosa (2017), Cardoso de Oliveira et al. (2018), Vanalle et al. (2017), Berning and Venter (2015), de Oliveira et al. (2018), Vadakkepatt et al. (2021), Nozari et al. (2019), Kumar et al. (2015), Grant et al. (2017), Sarkis and Dou (2017), Sambrani and Pol (2016), Fortunati (2020), de Sousa Jabbour et al. (2017), Kolling et al. (2022)

3. Research Design

This section elucidates the methodology employed in conducting the literature review. The initial section explains the research design, while the subsequent section provides a comprehensive account of the data collection procedure. Lastly, the third section delineates the process employed for data analysis.

3.1. Research Design

The chosen methodology for this study is a comprehensive literature review, which is a comprehensive approach to identifying, evaluating, and interpreting all pertinent research about a specific research question, topic area, or phenomenon of interest (Lee, 2022; Guazak & Kang, 2018; Hong, 2021). Its rigor and transparency characterize systematic literature review, as it adheres to a predetermined protocol to guarantee the review's quality and validity (Jabbour et al., 2015). The Simple Linear Regression (SLR) method is a comprehensive and integrative approach that amalgamates the results of various studies to comprehend the research subject.

The primary inquiry that directs this systematic literature review is as follows: What are retail beauty workers' specific functions and responsibilities in advancing green supply chain management (GSCM) within the beauty industry? To address this inquiry, the present study adheres to comprehensive analysis framework, encompassing distinct phases: identification, screening, eligibility assessment, and inclusion (Nguyen et al., 2022; Kang, 2022). A comprehensive explanation of each stage will be provided in the subsequent section.

3.2. Data Collection Process

The data collection process encompasses the systematic search, meticulous selection, and careful extraction of pertinent studies from diverse sources. The data collection process was conducted by following the subsequent steps:

The first step involves establishing and delineating the research process's specific search terms and criteria. The defined search terms for this study include "green supply chain management," "beauty industry," and "retail beauty workers" by the research question. The search criteria were further delineated in the following manner: the selected studies were required to be scholarly articles that had undergone peer review and were published in the English language. Additionally, these studies were expected to directly pertain to the research question or topic area under investigation (Morais & Silvestre, 2018).

The second step involves the identification of sources and databases. Identifying relevant and reliable sources and databases was conducted based on the specified search terms and criteria. The sources and databases that emerged as pertinent include Google Scholar, Scopus, Web of Science, Emerald Insight, and ScienceDirect.

Proceed with step 3 by executing the search and subsequently obtaining the outcomes. A search was performed on various sources and databases using specific search terms and criteria, resulting in the results being retrieved and documented.

The fourth step involves screening the results based on their title and abstract. The search results were subjected to a screening process based on the specified criteria. This involved reviewing the articles' titles and abstracts and eliminating any deemed irrelevant, duplicate, or inaccessible (Rius-Sorolla et al., 2020).

Step 5: Evaluate the eligibility of the findings through a comprehensive analysis of the full text. The search criteria were used to assess the obtained results' eligibility. This assessment involved thoroughly examining the full texts of the results and excluding any that did not meet the predetermined standards of quality and relevance.

Step 6: Incorporate the concluding studies for analysis. The studies meeting the specified search criteria were selected for analysis, and their bibliographic details were extracted and documented. A total of 25 key studies were included for analysis.

3.3. Data Analysis Process

The process of data analysis entails the synthesis, categorization, and interpretation of the findings derived from the chosen studies. The data analysis process was conducted by following the subsequent steps:

The initial step involves the synthesis of the findings obtained from each study. A concise overview of the primary outcomes of each study was generated, with particular emphasis on how they addressed the designated research query or thematic domain. The summary encompassed the study's aims, methodologies, findings, and deductions (Phochanikorn & Tan, 2019).

The second step involves categorizing the findings obtained from the conducted studies. A thematic framework was constructed to classify the findings of the studies into four distinct themes: green product promotion, green customer education, green service provision, and green waste reduction. This framework was developed based on the research question and the existing literature review. Each thematic representation illustrates the contribution of retail beauty workers in augmenting Green Supply Chain Management (GSCM) within the beauty industry. A definition and a compilation of sub-themes were furnished for each theme (Hashim & Shariff, 2016).

The third step involves the interpretation of the findings derived from the conducted studies. An analysis of the research findings was conducted for each thematic category, wherein the findings' similarities, differences, gaps, and implications were elucidated. The analysis also encompassed a discourse on the merits, drawbacks, prospects, and obstacles associated with each function of retail beauty workers in augmenting GSCM within the beauty sector.

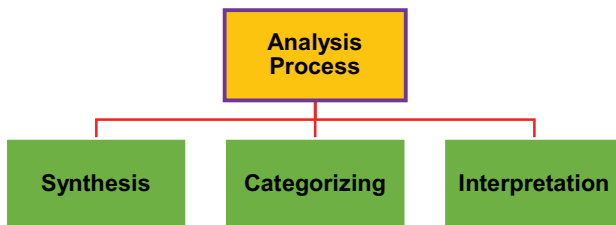


Figure 2: Data Analysis Procedure

4. Results

4.1. Green Product Promotion

One of the primary responsibilities of retail beauty workers in the beauty industry is to promote green products to enhance Green Supply Chain Management (GSCM). This role pertains to marketing environmentally friendly products to consumers through the demonstration of their value, attractiveness, and appropriateness in meeting customers' needs and preferences (Peattie, 2016; Kim & Kang, 2022). This particular role encompasses three distinct sub-themes: the characteristics and advantages of environmentally

friendly products, the differentiation and positioning strategies for such products, and the process of recommending and persuading consumers to choose green products.

4.1.1. Green Product Features and Benefits

The sub-theme about green product features and benefits focuses on elucidating to customers the positive impact of green products on personal well-being and the environment. Retail beauty workers can emphasize the environmentally friendly attributes of green products, including their natural composition, non-toxic nature, energy efficiency, and eco-friendly packaging and manufacturing processes (Chowdhury et al., 2020). This phenomenon can potentially enhance customers' inclination to purchase environmentally friendly products.

4.1.2. Green Product Differentiation and Positioning

The sub-theme of green product differentiation and positioning pertains to the strategic efforts made to distinguish green products from their conventional counterparts and effectively attract a targeted customer base. Retail beauty workers can establish a distinctive value proposition, target a specific market segment, and cultivate a brand identity and image for environmentally friendly products. This includes highlighting the distinctive attributes, benefits, values, and emotional appeal associated with these products (Suphasomboon & Vassanadumrongdee, 2022). This phenomenon has the potential to heighten customers' curiosity and enthusiasm toward purchasing environmentally friendly products.

4.1.3. Green Product Recommendation and Persuasion

The sub-theme of recommending and persuading green products focuses on convincing customers to purchase environmentally friendly products by aligning them with customers' desires and requirements. Retail beauty workers can enhance customer experience by providing tailored guidance, product samples or demonstrations, and using social proof or testimonials to promote green products (Attaran, 2020; Woo & Kang, 2021). These strategies aim to inform customers about environmentally friendly beauty products' appropriateness, efficacy, and popularity. This can enhance customer confidence and foster loyalty toward purchasing an environmentally friendly product.

4.2. Green Customer Education

The additional responsibility of retail beauty workers in the beauty industry, contributing to the advancement of Green Supply Chain Management (GSCM), is providing green customer education. This role pertains to

disseminating knowledge and guidance to customers regarding environmental issues and green products, aiming to enhance their understanding by providing pertinent and precise information (Rahimi et al., 2019). This position encompasses three sub-themes: Environmental awareness and knowledge, Dissemination of green product information and advice, Fostering green product involvement and trust (Chang & Fong, 2010).

4.2.1. Environmental Awareness and Knowledge

The environmental awareness and knowledge involves disseminating information to consumers regarding the environmental consequences associated with their choices in personal care products and emphasizing the significance of sustainability. Retail beauty workers can effectively communicate environmental concerns and potential solutions by employing various strategies, including disseminating accurate and objective information, appealing to emotions, and employing behavioral cues. These approaches encompass the provision of knowledge regarding the causes and effects of environmental issues and the exploration of associated sentiments, values, and actions within the beauty industry. The aforementioned phenomenon has the potential to impact consumers' attitudes, beliefs, and intentions about green products and sustainability (Burki et al., 2018; Zameer et al., 2021).

4.2.2. Green Product Information and Advice

The green product information and advice focuses on disseminating knowledge to consumers regarding green products' environmental characteristics and standards. Retail beauty workers can facilitate this process by providing product labels or certifications, comparing or contrasting products, and offering recommendations or suggestions for environmentally-friendly products (Choi et al., 2018; Boztepe, 2012). These recommendations may include information on symbols, features, benefits, ingredients, impacts, and usage of such products. This can enhance customers' understanding, engagement, and trust in environmentally friendly products.

4.2.3. Green Product Involvement and Trust

The green product involvement and trust involves informing customers about the individual and ecological advantages of green products. Retail beauty workers can enhance the value, appeal, and suitability of green products through various means. These include considering factors such as functionality, emotionality, sociability, sustainability, personality, style, taste, lifestyle, budget, and values (Sazvar et al., 2016). This can enhance customers' engagement, curiosity, and loyalty toward environmentally friendly products.

4.3. Green Service Provision

The key responsibilities of retail beauty workers in the beauty industry, with regards to enhancing Green Supply Chain Management (GSCM), is the provision of environmental friendly services. This role pertains to delivering environmentally sustainable services to customers through the utilization of eco-friendly products and practices (Seydanlou et al., 2022). This particular role encompasses three distinct sub-themes: the utilization and implementation of environmentally-friendly products, the quality and satisfaction of eco-conscious services, and the innovation and customization of sustainable service offerings (Mirghafoori et al., 2018).

4.3.1. Green Product Usage and Application

The green product utilization and implementation pertains to providing environmentally friendly services to customers using green products. Retail beauty workers can achieve optimal results by employing appropriate measures in quantity and regularity, employing suitable methodologies and techniques, and utilizing a well-considered assortment and arrangement of environmentally-friendly products (De Souza et al., 2022). This includes applying the correct dosage, interval, steps, procedures, order, and motions. This service can deliver environmentally sustainable solutions that meet and exceed customer expectations, resulting in high satisfaction and delight (Chen et al., 2020).

4.3.2. Green Service Quality and Satisfaction

The green service quality and satisfaction focuses on enhancing service quality and satisfaction by providing environmentally friendly services. Retail beauty workers have the potential to enhance their service reliability, service responsiveness, and service assurance through the adoption of environmentally-friendly products and practices that have been substantiated, evaluated, and demonstrated to be effective, convenient, proficient, and considerate (Miroshnychenko et al., 2017). These may include obtaining relevant certifications, offering guarantees, prioritizing efficiency, ensuring convenience, demonstrating competence, and exhibiting courtesy. This can offer environmentally sustainable services that generate value and satisfaction for customers.

4.3.3. Green Service Innovation and Customization

The green service innovation and customization pertains to the provision of environmentally sustainable services through the development of novel or enhanced service offerings specifically tailored to meet customers' unique requirements and preferences. By implementing innovative

practices, retail beauty workers can enhance their service offerings, delivery methods, and outcomes (Akbari & Do, 2021). This can be achieved by incorporating environmentally friendly products and techniques that are distinctive, versatile, adjustable, efficient, and appropriate. These practices encompass various aspects, including the ingredients, methods, combinations, sequences, results, and services' advantages (Khan et al., 2021). This service can deliver environmentally sustainable solutions that not only meet but surpass customers' expectations and requirements.

4.4. Green Waste Reduction

The crucial aspect of retail beauty workers' contribution to enhancing Green Supply Chain Management (GSCM) within the beauty industry is their involvement in reducing green waste. This role pertains to the execution of waste reduction strategies to clients through the reduction, reutilization, recycling, or proper disposal of environmentally friendly products and packaging (Frei et al, 2020). This particular role encompasses three sub-themes: the consumption and disposal of environmentally-friendly products, the return and recovery of such products, and the reuse and recycling of green products.

4.4.1 Green Product Consumption and Disposal

Green product consumption and disposal focuses on reducing both the quantity and environmental consequences associated with consumers' consumption and disposal of green products and their packaging. Retail beauty workers can contribute to sustainable practices by implementing strategies that minimize product consumption, reduce waste, and ensure proper disposal (Polman & Bhattacharya, 2016). This can be achieved by promoting eco-friendly products and packaging, emphasizing the importance of using products sparingly, utilizing products until they are fully consumed, and encouraging customers to dispose of them in an environmentally responsible manner. Product concentration, dispensing methods, biodegradability, composability, recyclability, and returnability should be considered when determining the most suitable disposal methods. This has the potential to yield advantages for both customers and the environment (de Vargas Mores et al., 2018).

4.4.2. Green Product Return and Recovery

The sub-theme about green product return and recovery focuses on reclaiming and restoring the value or waste generated by green products and their packaging once they have reached the end of their functional lifespan. Retail beauty workers can use various practices to manage product returns and minimize waste. These practices include facilitating refunds or exchanges, promoting the reuse or

remanufacturing of returned products, and ensuring product value or waste recovery. Specifically, they can accept and process returns of defective, damaged, expired, unsatisfactory, empty, used, or unwanted green products and packaging from customers (Erhun et al., 2021). These returns are then directed to either the manufacturer or a third-party entity for reuse or remanufacturing purposes. This can yield advantages for both consumers and the natural environment.

4.4.3. Green Product Reuse and Recycling

Retail beauty workers can use sustainable practices by repurposing products for alternative uses and recycling materials. They can encourage customers and themselves to utilize environmentally friendly products and packaging for various purposes or to recycle them into new materials or products (Ozdemir et al., 2022; Cervellon & Carey, 2011). Examples include repurposing beauty product containers as detergent holders, vases, compost containers, or paper sources. This can potentially yield advantages for both consumers and the natural environment.

Table 2: Four Key Roles of Retail Beauty Worker for GSCM

Key Role	Description
1. Green Product Promotion	Characteristics and advantages of environmentally friendly products, the differentiation and positioning strategies for such products, and the process of recommending and persuading consumers to choose green products.
2. Green Customer Education	Environmental awareness and knowledge. 2. Dissemination of green product information and advice. 3. Fostering green product involvement and trust
3. Green Service Provision	Utilization and implementation of environmentally-friendly products, the quality and satisfaction of eco-conscious services, and the innovation and customization of sustainable service offerings
4. Green Waste Reduction	Consumption and disposal of environmentally-friendly products, the return and recovery of such products, and the reuse and recycling of green products.

5. Discussions

This section examines the implications of the four roles of retail beauty workers in enhancing Green Supply Chain Management (GSCM) in the beauty industry for practitioners. Practitioners are individuals within beauty companies who hold managerial, ownership, or decision-making roles and are responsible for developing, executing, and enhancing GSCM practices within their respective supply chains. The chapter presented several recommendations for practitioners to effectively and

efficiently support, enable, and empower retail beauty workers in their job performance.

Retail beauty workers' primary responsibility is to promote green products. This entails effectively advocating for environmentally-friendly products to customers by showcasing their value, attractiveness, and appropriateness in meeting customers' requirements and preferences. The implications of this role for practitioners involve the need to develop and provide green products with unique and appealing characteristics and advantages. Additionally, practitioners should ensure the display of product labels or certifications that communicate these green products' environmental attributes or standards. Furthermore, practitioners should offer product samples or demonstrations to enable customers to experience or observe the effects of green products before purchasing.

The second responsibility of retail beauty workers pertains to green customer education, encompassing the dissemination of pertinent and precise information and guidance to customers regarding environmental concerns and eco-friendly products. The role of practitioners in this context entails the provision and regular updating of environmental information and educational materials. These materials aim to elucidate the causes, effects, and potential solutions to environmental issues associated with the beauty industry. Additionally, practitioners deliver product information and impart educational skills to retail beauty workers. This equips them with the necessary knowledge to offer customers pertinent and precise information and advice regarding environmentally-friendly products. Furthermore, practitioners are tasked with establishing mechanisms for product feedback and evaluation. These mechanisms facilitate the expression of customer opinions and experiences concerning green products to retail beauty workers or other customers.

The third responsibility of retail beauty workers pertains to providing green services, which encompasses utilizing environmentally friendly products and practices to cater to customers' needs. The implications of this role for practitioners involve providing and distributing environmentally friendly products and practices that are both suitable and effective in delivering eco-friendly services to customers. Additionally, practitioners are responsible for establishing and monitoring service quality and satisfaction standards and developing indicators to measure and evaluate the quality and satisfaction of services provided by retail beauty workers to customers. Furthermore, practitioners are tasked with facilitating service innovation and customization opportunities by providing necessary resources and support to enable retail beauty workers to create new or enhanced services tailored to meet customers' specific needs and preferences.

The fourth responsibility of retail beauty workers pertains to reducing green waste. This entails implementing waste reduction strategies for customers, which involve reducing, reusing, recycling, or properly disposing of green products and their packaging. The role of practitioners in this context involves the provision and implementation of waste reduction policies and programs aimed at encouraging or mandating retail beauty workers and customers to adopt environmentally responsible practices such as reducing, reusing, recycling, or properly disposing of green products and packaging. Additionally, practitioners are responsible for facilitating systems and incentives that enable retail beauty workers and customers to return or send back defective, damaged, expired, unsatisfactory, empty, used, or unwanted green products and packaging for refund, exchange, reuse, or remanufacturing. Furthermore, practitioners are tasked with promoting and facilitating options and benefits for product reuse and recycling, allowing retail beauty workers and customers to repurpose or recycle green products and packaging for alternative uses, functions, or transformation into new materials or products.

This section elucidated the constraints inherent in the present study. Limitations pertain to this study's inherent weaknesses or deficiencies that could impact its validity, reliability, or ability to be applied to a broader population. The limitations of this research were acknowledged and explained in the chapter, along with suggestions for potential strategies to mitigate or surmount these limitations.

One primary constraint of this study pertains to the chosen research design. The chosen research methodology for this study is a systematic literature review, a meticulous and transparent approach that adheres to a predetermined protocol to guarantee the review's quality and credibility. Nevertheless, it is important to acknowledge that systematic literature reviews are not without their limitations. One such limitation is the potential for bias from the selection and interpretation of studies included in the review. Additionally, systematic literature reviews may become outdated due to the publication and accessibility of new research on the topic under investigation.

Furthermore, the quality and quantity of available studies on the research topic can also impose constraints on the effectiveness of systematic literature reviews. The present study adhered to the PRISMA methodology to mitigate or surmount these constraints, encompassing four distinct phases: identification, screening, eligibility, and inclusion. A comprehensive and up-to-date exploration of diverse sources and databases was conducted, specifically focusing on peer-reviewed scholarly articles published in English from 2010 to 2020. The collected data were subsequently synthesized and analyzed utilizing a thematic framework, facilitating the categorization of findings into four overarching themes.

One additional constraint of this study pertains to the chosen research subject matter. This study investigates the contribution of retail beauty workers to improving GSCM within the beauty industry. This subject matter represents a novel and intriguing area of inquiry that has yet to be thoroughly examined or extensively deliberated upon within the existing body of scholarly literature. Nevertheless, it is important to acknowledge that this subject has certain constraints. For instance, it may need more specificity or comprehensiveness, making it difficult to fully grasp retail beauty workers' intricate and varied contributions to promoting GSCM within the beauty industry.

Additionally, it may be excessively focused or limited in scope, thereby hindering the generalizability and applicability of its findings and implications to other professions, industries, or sectors. To mitigate or surpass these constraints, this study has established and restricted the scope of the research topic and inquiry in a subsequent manner: The research topic pertains to the involvement of retail beauty workers in improving Green Supply Chain Management (GSCM) within the beauty industry. The research question aims to identify and understand the specific functions retail beauty workers perform in enhancing GSCM in the beauty industry. Additionally, the limitations of the research topic and question have been acknowledged and elucidated, along with suggestions for potential avenues to expand or refine them.

6. Conclusions

The primary objective of this study was to investigate the contribution of retail beauty workers toward improving Green Supply Chain Management (GSCM) within the beauty sector. This study undertook a comprehensive analysis of existing literature about GSCM and retail beauty workers to address the research inquiry. Through this process, four distinct roles were identified, which retail beauty workers can assume to facilitate the implementation of GSCM practices. Four distinct roles can be identified: green product promotion, customer education, service provision, and waste reduction. The four roles above exemplify distinct facets of the contributions made by retail beauty workers to GSCM within the beauty industry. However, it is important to note that these roles are interconnected and reliant upon one another.

This study also examined the consequences of the four roles of retail beauty workers in augmenting GSCM in the beauty sector for professionals. Practitioners are commonly recognized as individuals occupying managerial, ownership, or decision-making positions within beauty companies. These individuals formulate, execute, and enhance GSCM practices within their respective supply chains. The chapter

offers recommendations for practitioners to facilitate, empower, and enhance the performance of retail beauty workers effectively and efficiently.

This study also brought attention to the constraints of its research. Limitations pertain to this study's inherent weaknesses or deficiencies that have the potential to impact its validity, reliability, or ability to be generalized. The chapter acknowledged and explained the limitations inherent in this research, including those related to the research design and topic. Additionally, the chapter proposed potential strategies for addressing or mitigating these limitations.

This study also made several recommendations for future research endeavors. Future research could engage in empirical investigations to examine and substantiate the findings and implications of this study. Additionally, comparative studies could be conducted to explore the distinctions and similarities regarding the impact of retail beauty workers on the enhancement of GSCM across various types, levels, or contexts of retail beauty workers. Furthermore, it may be beneficial to investigate different dimensions, drivers, or barriers of GSCM within the beauty industry. Alternatively, other types of research could be undertaken to expand or modify the research topic and question, encompassing different categories of workers, industries, or sectors that are involved or exhibit an interest in GSCM.

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