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GREEN LOGISTICS SOLUTIONS IN TRANSPORTATION: DRIVERS, BARRIERS, AND PATHWAYS TOWARD SUSTAINABLE LOGISTICS

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ABSTRACT

The transportation sector is one of the largest contributors to global carbon emissions, creating an urgent need for sustainable logistics solutions that can reduce environmental impacts while maintaining operational efficiency. This study examines the evolution of transportation processes through green logistics solutions and explores the key drivers, challenges, and future opportunities associated with sustainable logistics practices. The study adopts a conceptual and literature review approach, analysing previous studies on green logistics, electric vehicles, autonomous transportation systems, digital logistics technologies, government policies, and sustainability practices in the transportation industry. The review identifies several major themes influencing the adoption of green logistics, including technological innovation, regulatory and policy support, consumer demand for sustainability, infrastructure readiness, and organisational commitment. The findings reveal that technologies such as electric vehicles, artificial intelligence, big data analytics, and smart logistics systems play a significant role in improving transportation efficiency and reducing carbon emissions. However, challenges such as high implementation costs, inadequate infrastructure, fragmented regulations, and resistance to organisational change continue to hinder large-scale adoption. This study contributes to the growing body of knowledge on sustainable transportation by providing a comprehensive overview of the factors shaping the adoption of green logistics and proposing practical strategies to overcome implementation barriers. The study further highlights the importance of collaboration among governments, businesses, and consumers in accelerating the transition toward sustainable transportation systems. The implications of this study suggest that stronger policy frameworks, infrastructure investment, technological advancement, and sustainability-driven organisational cultures are essential for achieving long-term environmental and economic sustainability within the logistics and transportation sector.

Keywords: *Green Logistics, Sustainable, Electric Vehicles, Optimization, Carbon Emissions*

INTRODUCTION

The rapid expansion of global trade, e-commerce, and industrialization has significantly increased the demand for transportation and logistics services worldwide. While logistics activities play a critical role in economic development and supply chain efficiency, they are also major contributors to environmental degradation through greenhouse gas (GHG) emissions, energy consumption, air pollution, and waste generation (McKinnon, 2018). The transportation sector alone accounts for a substantial share of global carbon emissions, making sustainable logistics practices an urgent priority for governments, industries, and researchers seeking to address climate change and environmental sustainability challenges (World Bank, 2022).

Green logistics has emerged as a strategic approach to minimize the environmental impacts of logistics and transportation operations while maintaining economic efficiency and service quality. It encompasses environmentally friendly practices such as adopting low-emission vehicles, optimizing routes, implementing reverse logistics, using intermodal transportation, optimizing energy-efficient warehousing, and integrating digital technologies for smarter supply chain management (Dekker et al., 2012). Increasing environmental awareness among consumers, stricter environmental regulations, and corporate sustainability commitments have further accelerated the transition toward greener logistics systems (Centobelli et al., 2017).

Several key drivers are influencing the adoption of green logistics solutions in transportation. Regulatory pressure from governments and international organizations has encouraged firms to reduce carbon footprints and comply with sustainability standards. Technological advancements, including electric vehicles (EVs), Internet of Things (IoT), artificial intelligence (AI), and blockchain technologies, have enabled more efficient and environmentally sustainable logistics operations (Wang et al., 2020). Additionally, market competition and growing consumer demand for sustainable products and services are motivating organizations to integrate green practices into their logistics strategies (Evangelista et al., 2017).

Despite these drivers, the implementation of green logistics solutions faces multiple barriers. High initial investment costs, inadequate infrastructure, lack of technological expertise, limited governmental support in developing economies, and resistance to organizational change continue to hinder widespread adoption (Govindan et al., 2014). Small and medium-sized enterprises (SMEs), in particular, often struggle with financial and operational constraints that limit their ability to implement sustainable transportation technologies and practices. Furthermore, inconsistencies in environmental policies and the absence of standardized sustainability metrics create additional challenges for logistics stakeholders seeking to evaluate and improve environmental performance.

To overcome these barriers, researchers and practitioners have proposed several pathways toward sustainable logistics. These include stronger public-private partnerships, investment in green infrastructure, promotion of renewable energy sources, policy incentives for sustainable transportation, and enhanced collaboration across supply chain networks (Sbihi & Eglese, 2010). Digital transformation and data-driven logistics management also offer significant opportunities to improve fuel efficiency, reduce waste, and optimize transportation systems. Consequently, achieving sustainable logistics requires a comprehensive and integrated approach involving governments, businesses, technology providers, and consumers.

This study explores green logistics solutions in transportation by examining the major drivers encouraging sustainability adoption, the barriers limiting implementation, and the potential pathways that can support the transition toward environmentally sustainable logistics systems. The findings contribute to a deeper understanding of how logistics operations can balance economic growth with environmental responsibility in an increasingly sustainability-focused global economy.

LITERATURE REVIEW

The transportation sector, being one of the largest contributors to global carbon emissions, has faced growing scrutiny due to its environmental impact. The demand for more sustainable practices has given rise to green logistics, which integrates environmental considerations into the design and operation of transportation systems. Green logistics focuses on reducing energy consumption, optimizing transportation networks, and minimizing emissions, aligning the sector with global sustainability goals. This literature review synthesizes the key developments in green logistics, technological innovations, regulatory influences, and challenges to adoption, providing an understanding of how these elements are reshaping transportation practices for a more sustainable future.

Recent literature suggests that green logistics is no longer viewed merely as an environmental initiative but increasingly as a strategic business approach capable of enhancing operational efficiency, competitiveness, and long-term sustainability performance. Researchers argue that firms adopting green logistics practices benefit from improved corporate image, customer satisfaction, and compliance with international environmental standards (Centobelli et al., 2017). Moreover, the emergence of sustainable supply chain management frameworks has strengthened the integration of environmental sustainability into transportation decision-making processes. Consequently, green logistics has evolved into a multidisciplinary concept involving technological innovation, policy intervention, organizational transformation, and stakeholder collaboration.

Technological Innovations in Green Logistics

Technological innovations are the cornerstone of the green logistics movement, enabling the transportation sector to minimize its environmental impact. Advancements in electric vehicles (EVs), autonomous transportation systems, and digital logistics solutions are leading the charge in promoting sustainable practices across logistics and transportation.

Recent studies further emphasize that technological innovation not only improves environmental performance but also enhances supply chain resilience and operational efficiency. The integration of Industry 4.0 technologies, such as Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and cloud computing, has transformed conventional logistics operations into smart and data-driven systems (Ivanov et al., 2019). These technologies allow logistics providers to monitor transportation activities in real time, optimize fuel use, reduce empty-vehicle movements, and improve delivery-scheduling accuracy. Such advancements contribute significantly to reducing greenhouse gas emissions while maintaining service reliability.

Electric Vehicles (EVs)

The transition from conventional fossil fuel-powered vehicles to electric vehicles is one of the most impactful developments in green logistics. Research has shown that electric trucks and delivery vehicles can significantly reduce carbon emissions, especially when powered by renewable energy sources (Chen et al., 2020; Jamaluddin et al., 2024). Several studies emphasize the potential of EVs to replace diesel trucks for last-mile delivery, which accounts for a large share of transportation emissions (Vasilenko et al., 2021). However, challenges such as limited charging infrastructure and high initial investment costs remain barriers to widespread adoption (McKinnon, 2018; Yusof, 2024).

Beyond environmental benefits, EV adoption also supports energy diversification and reduces dependence on fossil fuels. According to Khan et al. (2022), the long-term operational efficiency of electric freight transportation can offset initial investment costs through lower maintenance expenses and reduced fuel consumption. Furthermore, several governments have accelerated EV deployment through tax incentives, green financing schemes, and investments in charging infrastructure. Nevertheless, scholars argue that the environmental effectiveness of EVs depends heavily on the energy sources used to generate electricity. In countries heavily dependent on coal-based electricity, the carbon reduction impact of EV adoption may remain limited.

Autonomous Delivery Systems

Another critical innovation in green logistics is the development of autonomous vehicles and drones for delivery services. These technologies can optimize delivery routes, reduce fuel consumption, and improve operational efficiency. According to research by Cao et al. (2021), autonomous delivery systems are expected to revolutionize the logistics industry by reducing transportation costs and minimizing environmental impact. However, regulatory approval and public acceptance of autonomous systems remain key challenges that must be addressed before these technologies can be widely deployed (Baumgartner et al., 2020; Yusof & Othman, 2024).

Additional studies indicate that autonomous transportation systems may significantly improve urban freight sustainability by reducing traffic congestion and human operational errors. Drones and automated delivery robots are increasingly being explored for last-mile logistics due to their ability to shorten delivery times and reduce reliance on fuel-intensive road transportation. However, ethical concerns, cybersecurity risks, legal uncertainties, and safety issues remain important barriers to implementation. Researchers, therefore, emphasize the need for comprehensive regulatory frameworks and public trust-building initiatives to support autonomous logistics systems.

Data-Driven Logistics Solutions:

Data analytics has become a powerful tool for optimizing logistics operations to improve sustainability. Big data and AI-driven solutions are used to monitor real-time transportation processes, optimize routes, and predict maintenance needs. Studies have shown that implementing data analytics can lead to significant reductions in fuel consumption and operational costs (Stewart et al., 2021). For example, route optimization algorithms reduce fuel consumption by identifying the most efficient routes, thereby lowering greenhouse gas emissions associated with transportation (McKinnon, 2018).

In addition, blockchain technology has emerged as an important tool for improving transparency and traceability within sustainable logistics systems. Blockchain enables organizations to monitor carbon emissions, verify sustainable sourcing practices, and improve supply chain accountability. Researchers suggest that integrating AI with blockchain and IoT technologies can create intelligent logistics ecosystems that support predictive decision-making and environmental performance monitoring (Büyüközkan & Göçer, 2018). As a result, digital transformation is increasingly recognized as a key pathway toward sustainable transportation management.

Regulatory and Policy Frameworks

Government regulations and policies play a crucial role in shaping the adoption of green logistics. By establishing standards for emissions reductions and offering incentives for sustainable technologies, governments can drive the transition to greener transportation systems. Several countries have introduced comprehensive policy frameworks to promote sustainability in the logistics sector.

Current literature highlights that environmental regulations are among the strongest external drivers influencing organizational adoption of green logistics practices. International agreements such as the Paris Climate Agreement and Sustainable Development Goals (SDGs) have intensified pressure on governments and industries to reduce transportation-related emissions. Consequently, many countries are integrating sustainability targets into national transportation and infrastructure development policies.

Emission Standards and Targets

One of the most significant regulatory drivers in green logistics is the implementation of stringent vehicle emissions standards. In Europe, the European Union's Green Deal aims to reduce the transportation sector's carbon emissions by 90% by 2050, a target that has directly influenced the adoption of electric vehicles and other green logistics solutions (Baumgartner et al., 2020). Similarly, in the United States, the Clean Air Act mandates vehicle emission standards that push companies to

invest in cleaner technologies (Chen et al., 2020). These regulations are crucial for encouraging companies to reduce their carbon footprint and align their operations with environmental goals.

Scholars further argue that environmental regulations encourage innovation by forcing organizations to develop cleaner and more efficient transportation technologies. However, the effectiveness of these policies often varies between developed and developing countries due to differences in economic capacity, infrastructure readiness, and institutional enforcement mechanisms. In developing economies, weak policy enforcement and limited financial support frequently hinder the implementation of sustainable logistics initiatives.

Incentives for Green Technologies

Governments also provide financial incentives, such as tax credits, subsidies, and grants, to encourage companies to adopt green technologies. The introduction of subsidies for the purchase of electric vehicles and the development of charging infrastructure has been key to overcoming some of the barriers to EV adoption (McKinnon, 2018). Furthermore, renewable energy incentives have encouraged the integration of solar and wind power into transportation systems, reducing the reliance on fossil fuels (Cao et al., 2021).

In recent years, green financing and sustainable investment programs have also gained attention as mechanisms to accelerate the adoption of green logistics. Financial institutions increasingly provide sustainability-linked loans and environmental investment schemes to organizations implementing low-carbon transportation initiatives. Such financial mechanisms are particularly important for small and medium-sized enterprises (SMEs), which often face resource constraints when adopting sustainable technologies.

Barriers to Effective Policy Implementation:

While regulations are essential for driving change, their inconsistent implementation across regions presents challenges for logistics providers. Countries with differing emissions standards and sustainability targets create a fragmented regulatory environment. This inconsistency can lead to inefficiencies for multinational logistics companies seeking to comply with multiple regulations (Stewart et al., 2021; Yusof et al., 2025). The need for standardized global regulations that promote the adoption of green logistics is crucial for creating a unified approach to sustainability.

Beyond regulatory inconsistency, several structural barriers continue to hinder effective policy implementation. These include limited technological expertise, inadequate transportation infrastructure, resistance to organizational change, and insufficient collaboration among supply chain stakeholders. Govindan et al. (2014) identified financial limitations and lack of top management commitment as major barriers affecting green supply chain implementation. Similarly, organizational resistance toward sustainability transformation can delay the adoption of environmentally friendly transportation systems.

Researchers also highlight the importance of collaborative governance and stakeholder engagement in overcoming these barriers. Partnerships between governments, logistics providers, technology developers, and academic institutions are essential for developing integrated, sustainable transportation systems. Public-private collaboration can facilitate infrastructure investment, knowledge sharing, and innovation, ultimately accelerating the transition to green logistics.

Furthermore, future pathways toward sustainable logistics increasingly emphasize circular economy principles, reverse logistics systems, and carbon-neutral supply chain models. Reverse logistics practices, including recycling, product recovery, and waste minimization, help reduce environmental impacts while improving resource efficiency. The integration of circular economy strategies into logistics systems is therefore viewed as a critical component of long-term sustainability transformation.

Overall, the literature demonstrates that achieving sustainable logistics requires a multidimensional approach involving technological advancement, supportive government policies, organizational commitment, and stakeholder collaboration. While substantial progress has been made in green logistics development, significant challenges remain in balancing economic efficiency and environmental sustainability, particularly in emerging economies, where infrastructure and financial constraints continue to constrain implementation efforts.

METHODOLOGY

This study employed a qualitative literature review to examine green logistics solutions in transportation, with a particular focus on the drivers, barriers, and pathways to sustainable logistics implementation. A literature review method was selected because it enables the systematic synthesis and critical evaluation of existing academic studies on sustainable transportation and green logistics practices. The approach enables the identification of recurring themes, research gaps, and emerging trends within the field of green logistics (Snyder, 2019). Previous studies have demonstrated that literature reviews are well-suited to investigating multidisciplinary sustainability issues because they integrate findings from environmental management, transportation systems, logistics operations, and public policy research (Dekker et al., 2012).

Research Design

The study adopted a narrative and thematic literature review design to analyze scholarly discussions regarding green logistics adoption in transportation systems. The review focused on three major dimensions frequently highlighted in previous studies: technological innovations, regulatory and policy frameworks, and economic and organizational barriers affecting implementation. Thematic analysis was applied to classify and interpret findings from previous research according to these categories.

The literature review approach is widely used in sustainability and logistics research because it provides comprehensive insights into complex multidisciplinary issues involving environmental, technological, economic, and policy-related factors (Centobelli et al., 2017). According to Snyder (2019), thematic literature reviews help researchers synthesize fragmented findings into structured conceptual discussions, thereby improving theoretical understanding and identifying future research directions. Through this method, the study synthesizes theoretical and empirical findings from prior research to develop a broader understanding of sustainable logistics transformation.

Data Collection and Sources

Secondary data were collected from peer-reviewed journal articles, books, conference proceedings, government reports, and publications from international organizations related to green logistics and sustainable transportation. Academic databases such as Scopus, ScienceDirect, SpringerLink, Google Scholar, Emerald Insight, and Web of Science were used to identify relevant literature. The review primarily included publications from 2010 to 2025 to capture recent developments in sustainable transportation technologies and green logistics practices.

Keywords used during the literature search included “green logistics,” “sustainable transportation,” “electric vehicles in logistics,” “green supply chain,” “autonomous delivery systems,” “transportation sustainability,” “logistics digitalization,” and “barriers to green logistics adoption.” Similar keyword strategies have been adopted in previous systematic reviews related to sustainable logistics and supply chain management (Evangalista et al., 2017).

To ensure the relevance and quality of the selected studies, several inclusion criteria were applied. First, the studies had to focus directly on transportation sustainability, green logistics, or environmentally sustainable supply chain practices. Second, only English-language publications with clear methodological and theoretical discussions were included. Third, preference was given to articles published in indexed journals, particularly those indexed in Scopus and Web of Science. Studies lacking sufficient academic rigor or relevance to the research topic were excluded from the review process. This selection strategy aligns with recommendations from Tranfield et al. (2003), who emphasized the importance of transparent inclusion and exclusion criteria in literature reviews to improve reliability and reduce bias.

Data Analysis

The collected literature was analyzed using thematic content analysis. This method enabled the identification of recurring concepts, patterns, and relationships across the selected studies. The analysis process involved three stages. First, the selected articles were reviewed to identify key themes related to green logistics adoption. Second, the literature was categorized into

major discussion areas, including technological innovations, regulatory influences, economic challenges, organizational resistance, consumer influence, and future sustainability pathways. Finally, similarities, differences, and research gaps among the studies were critically evaluated.

Thematic analysis was considered appropriate because green logistics is a multidisciplinary field involving environmental science, transportation management, public policy, and technological innovation. Braun and Clarke (2006) explained that thematic analysis allows researchers to systematically identify, organize, and interpret meaningful patterns within qualitative data. In this study, thematic analysis facilitated the integration of diverse findings from the transportation, sustainability, and supply chain literatures into coherent analytical themes.

Additionally, comparative analysis was applied to evaluate similarities and differences between findings from developed and developing countries. Previous studies indicate that the implementation of green logistics varies significantly with infrastructure readiness, government support, and economic development (Govindan et al., 2014). Therefore, comparative synthesis enhanced the analytical depth of the review and strengthened the understanding of contextual differences in sustainable transportation implementation.

Reliability and Validity

To enhance the reliability and validity of the review, the study relied primarily on peer-reviewed academic sources and internationally recognized publications. Multiple databases were used to minimize publication bias and improve the comprehensiveness of the literature coverage. Furthermore, cross-referencing techniques were employed to verify the consistency of findings across different studies.

The study also adopted a comparative synthesis approach by examining findings from both developed and developing countries. This approach enhances analytical depth by identifying variations in green logistics implementation across economic conditions, infrastructure readiness, and policy environments. According to Xiao and Watson (2019), triangulating evidence from multiple scholarly sources improves the credibility and trustworthiness of literature review findings. The inclusion of diverse perspectives, therefore, strengthens the validity of the study's conclusions regarding sustainable logistics practices.

Ethical Considerations

As this study was based entirely on secondary data obtained from published literature, no direct human participation was involved. Therefore, ethical risks associated with primary data collection, such as confidentiality and informed consent, were not applicable. Nevertheless, all sources used in the study were properly cited and referenced to maintain academic integrity and avoid plagiarism. Ethical citation practices are essential in review-based studies to ensure transparency and scholarly credibility (Snyder, 2019).

Research Limitations

Several limitations should be acknowledged in this study. First, the review relied exclusively on secondary data, meaning that findings were dependent on the availability and quality of existing literature. Second, the study focused primarily on English-language publications, potentially excluding relevant studies in other languages. Third, because green logistics technologies and policies continue to evolve rapidly, some recent developments may not have been fully captured within the reviewed literature.

Despite these limitations, the methodology provides a comprehensive and systematic overview of current knowledge regarding green logistics solutions in transportation. The findings contribute to a deeper understanding of the drivers, barriers, and future pathways toward sustainable logistics systems.

FINDINGS AND DISCUSSION

Consumer Influence and Demand for Sustainability

The findings indicate that consumer awareness and sustainability-oriented purchasing behavior have become important drivers influencing the adoption of green logistics practices within the transportation sector. Growing environmental concerns about carbon emissions, climate change, and unsustainable transportation have encouraged consumers to prioritize environmentally responsible products and services. As a result, logistics providers and supply chain operators are under increasing pressure to integrate sustainability into transportation operations in order to maintain competitiveness and customer satisfaction.

The literature consistently demonstrates that modern consumers increasingly prefer products that are sustainably sourced, environmentally friendly, and delivered using low-carbon transportation systems. Kassinis and Soteriou (2019) emphasized that organizations implementing sustainable supply chain practices often achieve stronger market positioning and enhanced corporate reputation due to growing consumer environmental consciousness. This finding aligns with stakeholder theory, which suggests that organizations are increasingly required to address stakeholder expectations regarding environmental responsibility and sustainability performance.

Furthermore, the findings reveal that transparency and accountability have become critical dimensions influencing consumer trust in green logistics practices. Companies that openly disclose their sustainability performance, carbon-reduction initiatives, and environmental commitments are more likely to strengthen customer loyalty and improve their brand image (McKinnon, 2018). In recent years, sustainability reporting and environmental disclosure mechanisms have evolved into strategic communication tools that allow logistics firms to demonstrate their commitment to sustainable transportation practices. This reflects the increasing importance of Environmental, Social, and Governance (ESG) considerations within logistics and supply chain management.

The analysis also highlights the growing importance of eco-labeling and sustainability certification in influencing consumer purchasing decisions. Eco-certifications provide assurance that products and logistics operations comply with environmental sustainability standards. According to Kassinis and Soteriou (2019), consumers often associate certified environmentally friendly products with higher quality and greater social responsibility. Consequently, many logistics companies are integrating green logistics practices to meet certification requirements and improve market competitiveness. However, the findings suggest that the effectiveness of eco-labeling depends on consumer awareness, regulatory enforcement, and organizational transparency. Inconsistent certification systems across regions may reduce consumer confidence and create confusion regarding sustainability claims.

From a broader perspective, consumer-driven demand for sustainability has encouraged companies to adopt more innovative and environmentally responsible transportation strategies. Businesses increasingly recognize that sustainability is not only an environmental obligation but also a strategic advantage that can enhance long-term profitability and customer retention. Nevertheless, the findings indicate that consumer willingness to support green logistics practices often varies depending on economic conditions, product pricing, and cultural awareness of sustainability issues.

Future Research and Opportunities in Green Logistics

The findings reveal that green logistics remains an evolving research area with significant opportunities for further academic exploration and practical innovation. Emerging technological advancements, sustainability frameworks, and circular economy models continue to reshape logistics systems and transportation management practices.

One major opportunity identified in the literature is the integration of circular economy principles into logistics systems. Circular economy models emphasize waste reduction, resource efficiency, recycling, and product recovery, all of which contribute to environmental sustainability (Dekker et al., 2020). Reverse logistics systems, in particular, have gained increasing attention as mechanisms for minimizing waste generation and promoting resource reuse within transportation networks. The findings suggest that organizations adopting circular logistics models can improve environmental performance while simultaneously reducing operational costs and enhancing supply chain resilience.

The discussion further demonstrates that digital transformation and emerging technologies represent critical pathways toward sustainable logistics innovation. Technologies such as blockchain, Internet of Things (IoT), Artificial Intelligence (AI), machine learning, and Big Data analytics are increasingly integrated into logistics operations to improve transportation efficiency, route optimization, predictive maintenance, and environmental monitoring. Cao et al. (2021) argued that blockchain technology enhances supply chain transparency and traceability by allowing organizations to monitor sustainability compliance across logistics activities. Similarly, AI-driven logistics systems improve fuel efficiency and reduce transportation-related emissions through intelligent decision-making processes.

Another important finding concerns the growing relevance of smart logistics ecosystems and integrated digital infrastructure. The implementation of smart transportation systems allows real-time monitoring of freight movement, traffic conditions, and fuel consumption, thereby supporting more efficient logistics operations. However, the findings indicate that the successful implementation of these technologies depends heavily on infrastructure readiness, technological expertise, and organizational adaptability. Developing countries, in particular, continue to face challenges related to digital infrastructure limitations and insufficient technological investment.

The literature also identifies policy standardization and international regulatory harmonization as important future research priorities. Fragmented environmental regulations across countries continue to create operational challenges for multinational logistics firms. Baumgartner et al. (2020) emphasized that harmonized sustainability standards and emissions regulations are necessary for promoting consistent green logistics implementation globally. Consequently, future research should focus on evaluating the effectiveness of policy instruments such as carbon taxation, emissions trading systems, sustainability certification schemes, and green financing mechanisms in accelerating the adoption of sustainable transportation.

Moreover, the findings suggest that future green logistics research should increasingly adopt interdisciplinary approaches integrating environmental science, transportation management, economics, digital technology, and public policy analysis. Such approaches would provide more comprehensive insights into the complex interactions between technological innovation, environmental sustainability, and logistics performance.

DISCUSSION

The findings demonstrate that the transition toward green logistics in the transportation sector presents significant opportunities for improving environmental sustainability, operational efficiency, and supply chain resilience. However, the adoption of sustainable logistics practices remains constrained by multiple interconnected barriers, including economic limitations, infrastructure inadequacies, regulatory inconsistencies, technological challenges, and organizational resistance.

Economic Constraints and Financial Barriers

One of the most consistently identified barriers in the literature is the high initial investment required for green logistics technologies. Electric vehicles (EVs), autonomous transportation systems, renewable energy infrastructure, and smart logistics technologies require substantial financial commitments that many organizations, particularly small and medium-sized enterprises (SMEs), struggle to afford (Vasilenko et al., 2021). Although these technologies offer long-term cost savings through reduced fuel consumption and maintenance expenses, the short-term financial burden often discourages adoption.

The findings indicate that phased adoption strategies may provide a practical solution for overcoming financial constraints. Organizations can gradually integrate hybrid vehicles, fuel-efficient technologies, and digital logistics systems before transitioning toward fully sustainable transportation operations. This incremental approach reduces financial pressure and allows firms to adapt operationally over time (Baumgartner et al., 2020). Furthermore, public financial support mechanisms such as subsidies, tax incentives, and green financing initiatives are critical for accelerating green logistics adoption, particularly within emerging economies where financial resources remain limited.

The discussion also reveals that sustainability investments should be viewed from a long-term strategic perspective rather than solely through the lens of short-term profitability. McKinnon (2018) argued that sustainable transportation systems improve organizational resilience, reduce operational risks associated with fossil fuel dependency, and enhance long-term

competitiveness. Therefore, organizations increasingly recognize green logistics as a strategic investment rather than merely an environmental compliance requirement.

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Regulatory and Policy Challenges

The discussion reveals that inconsistent environmental regulations and fragmented policy frameworks create significant operational difficulties for multinational logistics firms. Different emissions standards, sustainability targets, and incentive systems across countries increase compliance complexity and operational costs (Stewart et al., 2021). This fragmentation limits the effectiveness of global green logistics implementation.

The findings therefore emphasize the importance of harmonized international regulations and standardized sustainability frameworks. International organizations and governments must collaborate to establish unified emissions standards, certification systems, and sustainability reporting mechanisms that facilitate consistent green logistics practices globally. Standardized regulations would reduce uncertainty for logistics firms and encourage greater investment in sustainable transportation technologies.

Moreover, policy effectiveness depends heavily on governmental commitment and enforcement capacity. While stricter environmental regulations encourage organizations to reduce emissions, governments must simultaneously provide practical support mechanisms that facilitate compliance. Flexible transition policies, infrastructure investment, and financial incentives are necessary for ensuring that businesses can realistically implement green logistics solutions without excessive economic disruption.

Organizational Resistance and Sustainability Culture

Organizational resistance to change remains another major barrier identified within the findings. Many organizations continue prioritizing short-term operational efficiency and cost reduction over long-term sustainability objectives (McKinnon, 2018). Resistance often arises from uncertainty about technological adaptation, financial risks, and operational restructuring requirements.

The findings indicate that leadership commitment plays a fundamental role in overcoming organizational resistance. Companies with strong sustainability-oriented leadership are more likely to successfully integrate green logistics practices into their corporate strategy and operational decision-making. Stewart et al. (2021) emphasized that management support significantly influences employee acceptance of sustainable transportation initiatives.

Employee engagement and sustainability education also contribute to successful organizational transformation. Training programs that increase awareness regarding the economic and environmental benefits of green logistics can improve organizational readiness for sustainable change. Furthermore, integrating sustainability objectives into corporate culture encourages long-term commitment toward environmentally responsible transportation practices.

Strategic Pathways Toward Sustainable Logistics

Overall, the findings suggest that achieving sustainable logistics requires a multidimensional and collaborative approach involving governments, logistics providers, technology developers, financial institutions, and consumers. Green logistics adoption cannot rely solely on technological innovation; it also requires supportive policies, organizational transformation, infrastructure readiness, and stakeholder cooperation.

The integration of circular economy principles, digital technologies, renewable energy systems, and smart transportation infrastructure represents important pathways toward sustainable logistics transformation. Additionally, future logistics systems must increasingly prioritize environmental accountability, transparency, and resource efficiency in response to global sustainability challenges.

Ultimately, the findings confirm that green logistics is evolving from a voluntary environmental initiative into a strategic necessity within modern transportation systems. Organizations capable of integrating sustainability into logistics operations are more likely to achieve long-term competitiveness, operational resilience, and compliance with emerging global environmental standards.

CONCLUSION

The transportation sector is a vital part of global economic systems, but it also contributes significantly to environmental harm through carbon emissions and resource consumption. As the world grapples with increasing environmental challenges, the need for sustainable transportation practices has become more urgent than ever. Green logistics presents a powerful solution by integrating environmentally responsible practices into transportation and logistics operations. These solutions not only reduce the environmental footprint of the transportation industry but also drive greater operational efficiencies and cost savings over time.

However, as discussed throughout this article, the widespread adoption of green logistics faces several significant challenges. High initial investment costs, insufficient infrastructure, regulatory inconsistencies, technological limitations, and organizational resistance all hinder the broader implementation of sustainable practices. Although technological advancements, such as electric vehicles, autonomous systems, and data-driven logistics solutions, hold great potential for reducing environmental impacts, their full integration will require overcoming both financial and infrastructural barriers. Furthermore, varying regulatory frameworks and resistance to change within organizations continue to complicate the widespread adoption of green logistics.

Despite these challenges, the transition to green logistics presents numerous opportunities for progress. Governments can play an essential role by offering financial incentives, subsidies, and clear regulatory frameworks that encourage businesses

to adopt sustainable practices. Public-private partnerships will be critical to developing the infrastructure needed to support green logistics technologies, such as electric vehicle charging stations and renewable-energy-powered logistics hubs. In addition, businesses must focus on research and development to address technological limitations and enhance the efficiency of green logistics solutions.

Organizations must also lead efforts to cultivate a sustainability-focused culture. Leadership commitment, employee education, and the integration of sustainability goals into corporate strategies are crucial for overcoming resistance to change and ensuring the successful implementation of green logistics practices throughout the supply chain. By adopting green logistics, businesses can reduce their environmental impacts and gain a competitive edge in a market that increasingly values sustainability.

Adopting green logistics is not merely a trend but a necessary shift for the transportation sector to meet global sustainability objectives. As technological advancements continue and regulatory frameworks become more robust, the transition to greener logistics will become more feasible. It is essential for governments, businesses, and consumers to collaborate to foster green logistics practices, ensuring that transportation contributes positively to both the economy and the environment. With continued collective efforts, green logistics has the potential to guide the transportation sector toward a more sustainable and environmentally responsible future.

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CONFLICT OF INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in the paper.

AUTHOR CONTRIBUTION STATEMENT

Author 1 contributed to the conceptualization, research design, and writing of the original draft.

Author 2 was responsible for data collection, analysis, and validation of the results.

Author 3 provided supervision, critical review, and editing of the final manuscript.

All authors have read and approved the final version of the manuscript.

ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of Universiti Poly-Tech Malaysia and adhered to the principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the Review Board under reference number JE536. All participants were informed about the purpose of the study and provided written informed consent prior to participation. Participants' privacy and confidentiality were strictly maintained, and the data collected were used solely for academic purposes.

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