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Drawing on diffusion of innovation and ecological modernization theories, we identify three types of industrial manufacturers, namely early adopters, followers, and laggards, based on the adoption of green supply chain management (GSCM) practices among Chinese manufacturers. Test results indicate that differences exist between the three types of GSCM adopters in terms of their environmental, operational, and economic performance. Understanding how Chinese manufacturers adopt GSCM practices and if this adoption affects their performance contributes theoretical advancement to the diffusion of innovation theory. Practically, the results provide managerial insights for manufacturers to benchmark for environmental management practices and performance improvement.

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