

## عنوان مقاله:

(Evaluation of Green Supply Chain Management Using Advanced VIKOR (Case Study: Avijeh Company, Zanjan

## محل انتشار:

دومین کنفرانس علمی پژوهشی مدیریت و مهندسی صنایع (سال: 1399)

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## نویسندگان:

Soheila Badrloo - *Master's Degree, Department of Industrial Engineering, Science and Research Branch, Islamic Azad University, Tehran, Iran*

Amir Najafi - *Islamic Azad University - Zanjan Branch - Department of Industrial Engineering*

## خلاصه مقاله:

Rising concerns about environmental warnings have forced manufacturers to try to implement environmental management strategies. The green supply chain management (GSCM) approach has received much attention as a holistic view of environmental management that encompasses all flows from suppliers to producers and ultimately to consumers. The main issue of this research is to identify the most important factors which affect the green supply chain and prioritize them in the metal industry in Zanjan province. This research has been done in two different phases. In the first stage, green supply chain indicators extracted from the opinion of industry experts (۳۰ indicators) and distributing of questionnaires among ۱۲۲ experts and specialists of Avijeh company, Industry Zink company, Derakhshesh company and Nadin company have taken place. After data collection, a five-factor model (includes components of green purchasing, interior management, green design, green production and green recycling) has been developed to measure green supply chain management. In the second stage, according to the extraction components, to select the greenest lead and zinc company in Zanjan province and determine the position of Avijeh company, the extended VIKOR technique has been used. The results of this study show that interior management, green design, green production, green purchasing and green recycling are important, respectively. In addition, according to the results of this research, Avijeh factory and Industry Zinc factory, are as the greenest factories, and Derakhshesh factory and then Nadin factory are in the next priorities.

## کلمات کلیدی:

Supply Chain Management, Green Supply Chain, Extended VIKOR

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