

عنوان مقاله:

Green Supply Chain Management Drives on Business Performance in today competitive Market

محل انتشار:

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خلاصه مقاله:

The aim of this paper is to examine the relationship between green supply chain management drivers (GSCM) and business performance that yield conclusive results in our research. This paper also has three contributions to the literature. First of all, instead of focusing on one aspect of GSCM, it is tried to compare using various types of GSCM drivers which is ignored in previous studies. Thirty-four measurement items are developed on the basis of opinions from industrial experts and the literature and the necessary data are collected. To validate the measurement scales for GSCM, we perform a factor analysis. The results show that a six-factor measurement model (including internal environmental management, green purchasing, cleaner production, reverse logistic, eco-design and pollution) fits the data acceptably. All of the measurement items significantly loaded on the constructs on which they were hypothesized to load. These results gave us confidence that the measures are indeed valid and reliable. Second contribution, we developed balanced scorecard method and add an attribute to it. The study complements the existing literature which focuses on firms in developing countries with an analysis of firms in the Iranian Alloy manufacturing industry, Iran Alloy Steel Co. In this paper, the relationship between GSCM drivers and business performance was analyzed using Structure Equation Model (SEM). The third contribution is that, we employed hybrid analytical hierarchy process (AHP) and grey relational analysis (GRA) to find the best green supplier according to GSCM drivers. The results show positive impact of GSCM on firm's business performance.

کلمات کلیدی:

;Green, supply chain management, Market, Consumption, production, SEM

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