

## عنوان مقاله:

Identify the factors influencing on the integrated green supply chain planning and present to a new model with using (the DANP with VIKOR (case study: automotive industries

## محل انتشار:

دومین کنفرانس بین المللی مدیریت، مهندسی صنایع، اقتصاد و حسابداری (سال: 1398)

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## خلاصه مقاله:

This article presents an integrated green supply chain planning model that can be used to investigate the laws and principles green such as the use of environmentally friendly raw materials and industrial centers of production. Reducing the use of fossil energy resources and oil, carbon emissions, reuse of waste on companies and public private & sector. Expanding government regulations for obtaining environmental standards and growing consumer demand for green products supply chain that all activities related to the flow of goods from raw materials to delivery to final consumers. Organizations are integrating their green supply chain planning to lower costs and better serve customers, promoting competitiveness in the fast moving consumer goods, increases profitability, rise in environmental awareness have affected several aspects of the global economy and natural environment. it is explore critical factors affecting implementation and use the paper. The importance of integrated green supply chain management cannot be over emphasized. Literature has confirmed that the success of any organization in all parts of the world depends on the effectiveness of it. The application of the model and solution method is investigated in an actual case problem it use the DANP with VIKOR method. The results obtained from this research the importance of evaluation criteria in selecting the green supply chain affecting on the performance of the industry. So, the 6, 11 tables .show to the greatest impact criteria and they are the least affected

## کلمات کلیدی:

The supply chain, the integrated of green supply chain planning

## لینک ثابت مقاله در پایگاه سیویلیکا:

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