



Identification and Prioritization of Factors Related to the Green Supply Chain (GSC) and Its Relationship with Organizational Performance by SEM and AHP Techniques

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Abstract

Today, by the emphasis on environmental protection, environmental management has become one of the most important issues of customers, shareholders, governments, employees and competitors, and global pressures have required organizations to provide environmentally friendly products and services. This challenge has led to the creation of a new concept by the name of "green supply chain management" (GSCM) in the field of business, which is a combination of environmental thought and supply chain (SC). This approach has been widely considered by industries, governments and environment-related institutions. In this study, it has been attempted to identify the factors related to the green supply chain (GSC) in order to achieve GSCM in the Oil Industry (Zagros Oil Company). In total, 12 variables have been identified, which can be reduced to 4 factors. These 4 factors are intra-organizational factors, extra-organizational factors, stakeholders and technical factors respectively. Subsequently, the level of impact and significance of the impact of independent variables (intra-organizational factors, extra-organizational factors, stakeholders and technical factors) on the dependent variable (performance) was investigated by means of structural equation modeling (SEM) with PLS software, and it was determined that GSC variables of the technical factor, intra-organizational factor, extra-organizational factor and stakeholders had the highest impact on organizational performance respectively, and ultimately in order to prioritize the factors related to GSC by means of AHP technique, Expert Choice software was used.

Keywords: supply chain (SC), green supply chain (GSC), organizational performance

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