

Survey the relationship between green supply chain management with environmental performance and operational performance of Guilan food producing companies with emphasis on the role of social capital

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The overall objective of this research is to investigate the relationship between green supply chain management and environmental and operational performance of food companies in Guilan province with an emphasis on the role of social capital. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. In the research, The statistical population is food companies in Guilan with 150 companies. According to Cochran's formula, 108 companies were calculated as a sample and a questionnaire was distributed among managers of each company. Finally 108 valid questionnaires were collected. Data were analyzed using partial least squares method (PLS) and Smart PLS software. By analyzing the data, it was revealed that at the level of 95%, green supply chain management has a significant relationship with structural and relational social capital; structural social capital has a significant relationship with environmental and operational performance; social capital has a significant relationship with environment performance; and environmental performance has a significant relationship with operational performance. But a significant relationship between social capital and operational performance was not confirmed.

Keywords : Green Supply Chain Management, Environmental Performance, Operational Performance, Structural Social Capital, Relative Social Capital

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