

The relationship between green supply chain management and organizational performance (Case Study: Manufacturing companies of Gilan)

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Increasing competition has led to changes in the business environment, reflecting the need for organizations to search for new ways to survive and improve their performance. Today, more customers tend to be biocompatible products. In this regard, supply chain management can play an effective role in preventing the loss of financial, human and timely resources, and will lead to a change in the structure of energy consumption in the manufacturing and service industries. The purpose of this research is to investigate the relationship between green supply chain management and organizational performance in Guilan province companies. The present research is a descriptive study based on how to obtain the required data and the classification of research according to their purpose. A sample was taken and according to the variance of the sample, 112 samples were calculated. Research hypotheses were tested using structural equation method using LaserLevel software. The results showed that supply chain management has a significant relationship with the performance of organizations.

Keywords : Green Supply Chain Management, Economic Performance, Environmental Performance, Operational Performance, Social Function

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