

Investigation of the Barriers of Green Innovation to Innovations in Green Industries in Guilan Province

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Abstract The purpose of this study is to investigate the barriers between green innovation and green innovation initiatives in Gilan province. The statistical population of this research is the active industries of the city of Gilan, according to the documentation of the Hustan Industries Administration, it has 504 companies. Morgan table was used to obtain a statistical sample. According to Morgan's table, the volume of 217 companies was considered. The level of organizational analysis and non-probability sampling is available. The present study is based on the purpose of the applied type and based on a descriptive method. The data gathering method is a field and data gathering tool is a questionnaire. For data analysis, descriptive and inferential statistical methods are used, and using amos and SPSS software for data analysis. In order to verify the normal variables, the Kolmogorov-Smirnov test was used. In order to study the causal relationships between variables, structural equations modeling is used. The validity of the research was evaluated through the use of content validity through respected professors and experts. The reliability of the research is also estimated using the Cronbach's alpha method and it is confirmed that the alpha of all variables is higher than 0.70. The results of the research showed that internal barriers, including environmental factors, behavioral and perceptual barriers, business practices and technical barriers and external barriers, including foreign partners factors, inadequate information, lack of government support, lack of customer demand and environmental business benefits Innovative initiatives have green implications. **Key words:** Internal barriers to green innovations, external barriers to green innovation, green innovation initiatives

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