

Effects of Customer and Cost Drivers on Green Supply Chain Management and Environmental Performance In Active Companies in Guilan Province Steel Industry

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Today, environmental performance has become one of the most important and fundamental issues in business, with an emphasis on environmental protection. In this regard, the present study seeks to investigate the impact of customer and cost drivers on green supply chain management practices on environmental performance in companies operating in Guilan steel industry. The statistical population of the research is the companies located in the industrial city of Rasht and the method of this research is descriptive and in terms of purpose, is Applied. The sampling method in this study is randomized and 141 individuals were ed the statistical population of the study according to Cochran's formula in the limited community. The data gathering method in this field survey and its tool is the standard questionnaire. In order to investigate the validity of the questionnaire, the content validity method, convergent validity, divergent validity and for determining the reliability of the Cronbach's alpha coefficient and its subfields were used. To test the research hypotheses, Structural Equation Modeling was used using Smart PLS software. The results showed that all research hypotheses at 95% level of approval and Customer and cost drivers explain 50.4% of the environmental performance variable with respect to the mediation of green supply management practices

Keywords : Customer drivers, cost drivers , environmental performance green supply management practices

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