Title:
Modeling the barriers to implement green supply chain management in Iranian steel industry (case study: the mobarakhe steel Company)

Abstract:
The purpose of this research is to Modeling the barriers to implement green supply chain management (GSCM) in Iranian steel industry (case study of the mobarakhe steel Company). Method of data collection was based on the interview and the questionnaire. 13 numbers of relevant barriers have been identified from literature and interviews with experts from academia. A questionnaire based survey was conducted to understand the mutual influences amongst these barriers. The results obtained using interpretive structural modeling (ISM), were analyzed and a structural model of the barriers have been put forward. In addition to, this barriers has been carried out based upon dependence and driving power (DP) with the help of MICMAC analysis. “Lack of government support to adopt Environmental friendly policies” positioned at the bottom of the hierarchy is found to be the key barriers, this barrier along with “High investments and less Return-on- Investments” and “lack of human resource” have high DP and less dependence. In this study has trying to fill the research gap of how the mutual relationship and hierarchy between barriers to implement green supply chain management in Iranian steel industry. Results of this research is helpful for industries to make easier the adoption of green concept in their supply chain by removing the key barrier.

Keywords:
Green supply chain management, GSCM, interpretive structural modeling, ISM, Barriers