

## Drivers and Barriers for Implementing Environmental Management in Beverage Processors: A Case of Thailand

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**Abstract :** The main purpose of this study is to gain a clearer understanding of key determinants that drive environmental management and barriers that hinder its development. The study employs semi-structured interviews with key informants accompanied by site observations. Key informants include production, environmental and plant managers of six beverage companies, including three Thai and three multinational companies in Thailand. It is found that corporate image, government subsidies, top management leadership and education institutes are four primary factors influencing the implementation of environmental management in the beverage processors. No demand from Asian buyers, employee resistance to change and lack of environmental knowledge are identified as barriers.

**Keywords :** environmental management, beverage, government subsidies, education institutes, employee resistance, environmental knowledge, Thailand

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