

Assessing Green Metrics of Cement Supply Chain in Iran: A Fuzzy DEMATEL Approach

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Abstract : Due to strict regulations and public awareness, corporations should develop policies to effectively decrease the negative environmental effects of their products and enhance their supply chain environmental sustainability. Assessment of environmental issues in the context of many industries has been studied in the previous literature. However, Iran cement industry has received less attention from researchers. Therefore, in this paper, we apply a Decision-Making Trial and Evaluation Laboratory (DEMATEL) approach to assess the relationships among green metrics of Iran cement industry supply chain under fuzzy environment. The study findings provide considerable insight for cement industry managers and experts in order to enhance the environmental sustainability of their supply chain and move towards sustainable development.

Keywords : green supply chain, DEMATEL, fuzzy set theory, environmental sustainability, sustainable development, cement industry

Conference Title : ICPLSCM 2017 : International Conference on Procurement, Logistics and Supply Chain Management

Conference Location : Boston, United States

Conference Dates : April 24-25, 2017