

Supporting Factors and Barriers to Implementing Eco-Efficiency of Automotive Industry: A Case of Thailand

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Abstract : This paper aims to gain an understanding of supporting factors and barriers to implementing eco-efficiency of automotive industry in Thailand. It employs in-depth interviews with key involved informants, including environmental managers, plant managers and environmental officers of six leading companies. It is found that board of directors, legislation and customers' need are three main supporting factors in implementing eco-efficiency. Data collection and lack of awareness and knowledge about eco-efficiency are identified as barriers.

Keywords : eco-efficiency, supporting factors, barriers, automotive industry, Thailand

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