

## Factors Affecting Green Supply Chain Management of Lampang Ceramics Industry

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**Abstract :** This research aims to study the factors that affect the performance of green supply chain management in the Lampang ceramics industry. The data investigation of this research was questionnaires which were gathered from 20 factories in the Lampang ceramics industry. The research factors are divided into five major groups which are green design, green purchasing, green manufacturing, green logistics and reverse logistics. The questionnaire has consisted of four parts that related to factors green supply chain management and general information of the Lampang ceramics industry. Then, the data were analyzed using descriptive statistic and priority of each factor by using the analytic hierarchy process (AHP). The understanding of factors affecting the green supply chain management of Lampang ceramics industry was indicated in the summary result along with each factor weight. The result of this research could be contributed to the development of indicators or performance evaluation in the future.

**Keywords :** Lampang ceramics industry, green supply chain management, analysis hierarchy process (AHP), factors affecting

**Conference Title :** ICEIDSD 2018 : International Conference on Eco-Industrial Development and Sustainable Development

**Conference Location :** Bangkok, Thailand

**Conference Dates :** February 08-09, 2018