



São Paulo - Brazil - May - 22nd to 24th - 2013

Acc44th INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Evaluation of Essential Drivers of Green Manufacturing Using Fuzzy Approach

GOVINDAN. K. ^{A*}, SHANKAR, M. ^B

a. Department of Business and Economics, University of Southern Denmark*

b. PG student, Department of Mechanical Engineering, PTR College of Engineering and Technology, Anna University, Chennai, India

**Corresponding author, email: gov@sam.sdu.dk*

Abstract

Green Manufacturing (GM) issues became the wide biased debate over the last decade because of its environmental concerns and economical importance. This paper attempts to analyze the drivers of GM with a fuzzy approach. The common drivers are identified through the existing literature and with the combined assistance of industry experts. The Common drivers are provided as stakeholders (D1), company image (D2), competitors (D3), financial benefit (D4), environmental conservation (D5), customers (D6) and compliance with regulations (D7). These seven drivers are getting compared over one another based on the data provided by the firm which is situated in the southern part of India. This paper concludes with the priority among common drivers to find out the essential driver of GM. This study helps to identify the essential driver of GM and in the future it also assists to stimulate that essential driver for implementing GM.

Keywords: *Green Manufacturing, Drivers, Fuzzy AHP*

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