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Environmental Strategies for Sustainable Manufacturing Process

محل انتشار:

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خلاصه مقاله:

Today, corporations compete for market share and they are introducing new products. In this regard, they are consuming limited natural resources, creating more waste and pollution. Therefore it is important to introduce corporations to sustainable strategies. They become environmentally conscious when they understand the risks associated with poor environmental records. Such risks could be reduced by using environmental strategies. Competing in today's market place requires a comprehensive view of the product and manufacturing process. To have such view, companies must pay attention to all stakeholders not only customers. Environmental planning is based on providing the needs of changing word and avoiding hazards, risks and high costs associated with poor environmental strategies. One of the most effective strategies is sustainable manufacturing strategy that is cognizant of theneed to protect the environment. So, this study includes evaluation the effect of sustainable manufacturing to improve environmental performance of firms and corporations. Also, this paper has referred to companies that have suffered huge costs due to their inappropriateenvironmental strategies and companies that have achieved competitiveness

کلمات کلیدی:

environmental strategies, sustainable manufacturing, environmental performance, companies

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