



Survey the Mediating Role of Environmental Performance on the Relationship between Green Supply Chain and Export Performance in the Industrial Town of Parand

Elahe Nazari Motlaq

Master's Degree in Public Administration, Islamic Azad University, Firoozkooh Branch, Iran.

Abstract: *The purpose of this investigation is studying the mediating role of environmental performance on the relationship between Green supply chain and export performance in the industrial town of Parand. This research is descriptive survey based on the nature of the data collection and is applied in accordance with the purpose. The population of this research are companies in the industrial town of Parand which there are 270 companies that are active in this field. Volume Sample On Basis Table Morgan are 155 People. Data collection has been done by a questionnaire including 18 questions. In terms of validity, content validity was used and in relation to reliability, the Cronbach's alpha method was used. The Kolmogorov-Smirnov test was used to examine the normality and in the next step, exploratory factor analysis and structural equations were used. To do the calculations lisrel soft ware has been used. The results showed that environmental performance has possitive impact on the relationship between Green supply chain and export performance in the industrial town of Parand.*

Keywords: *Environmental Performance, Green Supply Chain, Export Performance.*

INTRODUCTION

Today, the environment and its maintenance have become a vital and serious concern for the people. The activities of environmental protection organizations and public organizations have led organizations to focus more on the environment and to preserve it. In fact, perhaps in the past it was not contemplated that one day organizations in addition to profitability and sales, the environment and the health of consumers attention, but today increasing public awareness and government regulations in the field of environmental protection makes this important is (Amiri, 2016). Environmental performance refers to the organization's actions in protecting the environment and its attention to it, which is developed and managed through the formulation of strategies and its consideration in the strategic plan of the organization (Kolah Kaj, 2013). In the past, a company could be a way of implementing the activity of SCM, Competitive advantage and progress achieved, but today it due to client pressure and worried about the future of their Fza ENVIRONMENTAL issues of the environment, companies must function arrangement your organization with the fashion of the patient eNVIROMENTAL during the combine. Therefore, the Company is required to perform the method of the managers of the RA Chains securing of the green meme of the day to ensure that each participant Da peak of the (Whether local or global) That the impact of its products, with the guidelines of the Sbzsazgar (Berets et al., 2015). Warns of increasing concerns about the environment, manufacturing supplier will have to try to

use such solutions in the field of the fashion of the environment has to. Thus the will of the of the of the of the Chains of RA securing Green as a the perspective of the fashion of the patient environment in which all flow possibilities of securing Visitors to the production of and in Finally the consumers to Egypt's rejection of the rate of interest is taken from the rider. In this May that, since the effects of the unfavorable environment in all stages of the life cycle environmental principles happening and fashion of each of the programs and operations environment to within the boundaries of the restricted not be in perspective mode of each of the chains of RA securing green as the perspective of a comprehensive, all except the possibilities of securing Visitors to the production of and finally the consumers the rejection of the rate of interest is very eligible. . (Kim et al., 2016) Sbzkrdn Chains of RA securing these require inputs serious dioxide, which resulted in the creation of opportunities for the Company develops the design and production of greener products capital of and require the investment of the lower leg to fix (Vafah et al., 2018) today, companies are looking for strategies which are Khvdraafza export performance of the show (even in the, 2015) export opportunities for corporate growth and development is the creation of the. The amount of the successful A company involved in export and its export performance may be made of the assessment (Musso of, 2013) the export performance of these Nast with the idea of exporting companies that have been able to achieve its objectives of sealing. Agents of the ED to exist that can be used on the performance of exports, the impact of Bgzand (Bvzkrt and Essen, 2014) export performance is the extent to which the objectives of enterprises (including strategic and economic objectives) to export a product from the scheme planning and execution of marketing strategies to be realized export (Mohsenzadeh and Ahmad them, 2016).

Abbas Abad industrial town of Yi for the formation of a set of companies that are engaged in exports. These settlements in the direction of expanding and strengthening the power of the exports of the Company's own plans to the Chains of RA securing green mineral paints, and the strengthening of the these next steps in the context of export operations of his own. In this environment the performance of its variable to the language of the mind and plans to export these through the strong performance of the facade should be greater focus. The dimensions for these settlements is unknown and according to given that the study of AH similar in these areas, not do the research in these areas, the impact of Chains of RA Tom these green focus on the export of the Association of the operating environment of and plans to these basic questions, the reply that Chains of RA securing green on the export of the Association of the the performance of the impact of the environment there?

Background Research

Aafah et al. (2018) Impact of RA Chains securing the green on the performance of exports to mediate the performance of the studied environment. The result their studies show that RA Chains of green securing a significant impact on the environment and export performance. In addition to these, results showed that the environment is positively and significantly affects the performance of the impact of exports. In addition to these, the one day in the fall that the environment of the relationship between Chains of RA securing green on the performance of exports significantly the Mtma of the affect and influence.

Adan et al (2016) examined the impact of organizational factors; technology and the environment are based on export performance to mediate with the variable market of electrons through a paid water. They organizational factors, technology and the environment are based on export performance to mediate with the variable market of electronic water One of them was Mzalh. Results showed. Each of these factors has an impact on electronic marketing on export performance.

John & Associates (2016) Impact Direction Making Of Organizational Strategic On Management the chain supply Green And Function Studied the company. Their research results showed the direction Making Of Organizational Strategic On Management the chain supply Green, direction Making Of Organizational Strategic On Function Company and management the chain supply Green On Function The company has an impact.

Yylmyz et al (2016) for the common benefit of decomposition and analyzed the cooperation of the RA Chains securing the company's performance were studied. In this regard the role of joint use of the measurement of an individual patient has been. The results of this study, shows that a strong positive correlation with the cooperation of RA Chains securing and common use there. These results also proved that cooperation of RA Chains securing positive impact on firm performance. It's been proven that the role of these intermediate common use in cooperation with the RA Chains securing the company's performance is statistically significant.

Rashidi Panah and Mansouri (2017) impact of the rate of export green performance that non financial export firms: the benefits of competitive green and strategy of the business of export of green corporate export of Tehran province were studied. The population of this study, AH or the total hip of senior managers and outside the water market of the exporting companies active in Tehran for the formation of the data. The validity of the 51 questions of the pollsters are. To test the hypothesis of the study of structural equation modeling software Smart pls Version 2 is used also to assess the reliability of the reliability of the content for such forms of credit and feet and to measure the efficiency of Cronbach's alpha method is used. Results of AD research has shown all the main premise of case studies clearance is located.

Mohammadi et al. (2016) to Evaluate the impact of the theory of the fashion of the period of the chains securing the production of green on the performance of their companies. In this study of the impact of the theory of the mode of securing the RA Chains of green on corporate performance is produced, the assessments. The theory of fashion of any of the chains of RA securing green four after the fashion of the of the environment inside the fashion of each of the chains of RA securing green (B) of Ron's, design Sbzsрма of green products and recycling economy and the transition of the company's performance include the three dimensions of the environment, the economy's performance, operations and performance to investigate the A corollary assumption of the principle of the three main hypothesis of this round of D develops. For the selection of the sampling of the targeted and used to collect data, use round should therefore not a research method c us to be of and for hypothesis testing theory and the study of the coefficient (c) the Rsvn correlation and regression were used. The results showed that the means of measuring the variables of the study and a foot or Azrva Yi Yi is necessary. Also, these test results hypothesis of the research results show that the theory of fashion of any of the chains of RA securing green on the environment and operations of the Company impact of a significant and positive, and the theory of fashion of any of the chains of RA securing green on the performance of the company and economic performance of the impact of significance of any results of this study may be used Iran fashion Company and the stakeholders of the company and the industry of the town of environment officials from twenty occur.

Kian Amiri (2016) Study the impact of G's in the strategic direction of the organization to perform the role of innovation (Case study by Tehran Consulting Engineers) They studied. This study examined the impact of the strategic direction of G on the performance of the organization with the role of innovation has been performed in this study, the relationship between these three variable Reddit Of Ed tab Yi of the methods of investigation of BC currently Describe the of the method (c) of us to be done and the H of C objective of the investigation of the remains of the river, instrument Research questionnaire as to the reliability of the Tay of the professors should and advisors and experts in corporate engineers Mshavrirs of ten feet or Yi-it is not a day for each variable greater than 0.7 is . The population of the this study, AH engineers Mshavrzv Society counselors Iran with 608 members across the country and 836 in Tehran in May that the company's engineers Mshavrshhr Tehran, the population is considered to have been given Cochran and simple to randomly sample size for this research Mvrđn of about 047 people gathered should be determined. According to researcher experience for the compensation for the value of the probability of a questionnaire, to a rate of 06 percent greater questionnaire about the company released at the end of 066 questionnaires healthy analyzed were: the decomposition theory and analyzed data from the analyzed path and modeling of structural equations with the interest rate of each of the software L of Zrl version 66.6 is used; results from the decomposition

theory and analyzed assumptions study of AH reflects the impact of significant positive direction G of the strategy, one based on innovation and innovation on the performance of the organization and the impact of the G of the strategy, an organizational performance of the evil of Thus the b to G of the strategy one through a innovation on the performance of the organization is effective and variable innovation of the Association of Full may is considered.

Research hypotheses and the conceptual model of research

Main hypothesis:

RA Chains securing the green on the export performance of the operating environment to mediate the impact is significant.

Sub-assumptions:

Chains of RA green securing the impact on the environment is significant.

Export performance has a significant impact on the performance of the environment.

Chains of RA securing significant impact on export performance is green.

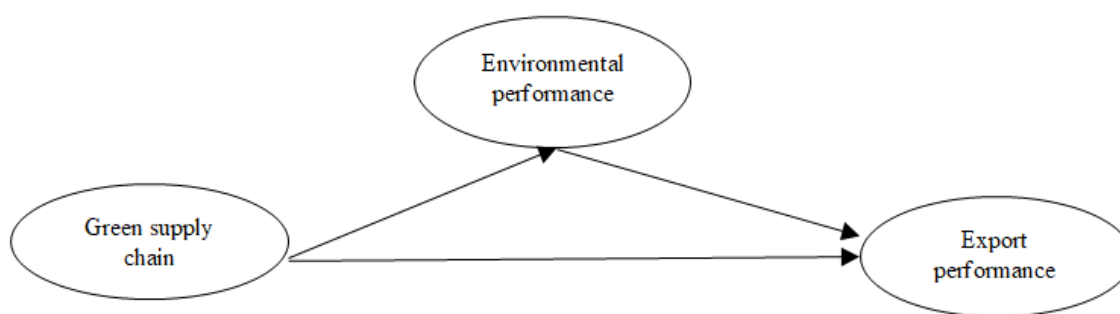


Figure 1: The concept of the study: Vafah et al (2018)

Research Method

This research is descriptive survey based on the nature of the data collection and is applied in accordance with the purpose. The population of this research are companies in the industrial town of Parand which there are 270 companies that are active in this field. Volume Sample On Basis Table Morgan 155 People the door Opinion Taken Have been Is. the door This Research From Method Sample Making Available Use You can Be. 18 questionnaires to collect information A question Is. In terms of validity, content validity was used and in relation to reliability, the Cronbach's alpha method was used. The Kolmogorov-Smirnov test was used to examine the normality and in the next step, exploratory factor analysis and structural equations were used. To do the calculations also, the software more was used.

Findings

Normal test of the research variables

In order to investigate the normality of the research data, a valid and reliable test should be used which will further describe how this test works.

H0 = Data distribution is not normal

H 1 = Distribution of data is normal

Table 1: Kvlmyngraf Smirnov test

Variable	Significance level	Alpha	Test result
Chains of these intercepts Tom Green	.783	05 /.	Normal

The environment of	.671	05 /.	Normal
Export function	.559	05 /.	Normal

Typically, in the humanities, the assertion or rejection of assumptions is 95 % accurate. On the other hand, the level of significance with the help of the software SPSS It is obtained by expressing the amount of error that contradicts the hypothesis H0 Can be committed. Therefore, when the amount is more than 05/0 (95/0 - 1), the hypothesis can not easily H0 Rejected. As can be seen from the above table significant level of each variable over 05/0 is therefore not 95% Can claim to reject the hypothesis H0 Was. In other words, for all variables, the hypothesis H0 The normality of the data, is confirmed.

Structural equations and path analysis

In examining each of the models, the fundamental question is whether these measurement models are appropriate? In other words, does the research data match the conceptual model model?

In general, there are two types of indicators to test fit the model. 1. Indicators of goodness and 2. Bad indicators

Good indicators are like GFI, AGFI, NFI And ... the better they are, the better they are. The proposal for such indicators is 9.0. Also bad indicators include $df / 2 \chi$ And RMSEA However, the less they are, the better the fit. Limit $df / 2 \chi$ RMSEA 08/0 is the number 3 is the limit. To answer the question of model fit, good and bad indicators ($df / 2 \chi$, RMSEA, GFI, AGFI, NFI And CFD) Should be investigated.

Good fit of the model

As is obvious, the software LISREL a series of indicators to measure the goodness of fit Tdvy offers. All of these indicators are discussed below.

Qi index (2χ), which represents the Chi-square statistic for the model. In fact, this indicator shows the difference between the model and the data model and standard for being bad. So, whatever the amount is less, shows less difference between the variance - covariance model adopted and variance - covariance was taken from the model and the model shows bad. It should be noted that the index will be affected by the number of samples taken. Indeed, if the sample size exceeds 200, this index tends to increase significantly. The fit of the model with the index, usually between 100 and 200 samples is reliable. It is also better to interpret this index in light of the degree of freedom.

Degree of freedom (df): This index indicates the degree of freedom model and should not be less than zero. Chi-square ratio of freedom is One of the best indicators to evaluate the goodness of fit, chi-square statistic survey on the degree of freedom that is. There is, of course, no standard for this index. But many scholars believe that the index should be less than 3. Ultimately, the fittest should be determined by the researcher's diagnosis based on the type of research.

Indicator P-value: This index is another measure to measure the suitability of the model. But there is no consensus on the acceptability of this indicator. Some statisticians believe that the rate should be less than 0.05, while some emphasize this.

The mean square error of the model (RMSEA):

This index is based on model errors and, like the chi-square, is a model for the bad model. Some scholars believe that the index should be less than 0.05, as well as others, less than 0.08 are desirable.

Indicator Goodness-of-Fit (GFI):

The index, a measure of how well the model is higher than 0.9, indicating the suitability of the model extracted according to the data.

Indicator Adjusted GFI (AGFI):

This indicator, in fact, is an adapted indicator GFI Given the degree of freedom (df) Is another good measure for the model. If the index is higher than 0.9, indicating the suitability of the model derived according to the data.

Indicator Normed Fit Index (NFI):

The index, another indices for measuring how well the model obtained according to the data. If the index is higher than 0.9, it indicates the suitability of the extraction model.

One of the strongest and most appropriate methods of analysis in behavioral science research is multivariate analysis. For the multivariate nature of such issues and can not be by way of two variables (each time only one independent variable and the dependent variable considered to be) solved. Hence, in this research, structural equation modeling and especially path analysis have been used to confirm or disprove assumptions. Path analysis (structural model) is a technique that shows the relationships between research variables (dependent independent) simultaneously. The purpose of path analysis is to identify the causality (impact) between the variables of the conceptual model of the research. It should be noted that confirmation or rejection of assumptions (relations) is determined in a meaningful state. In other words, if the meaningful number is greater than 1.96 or less than -1.96 - The hypothesis will be confirmed.

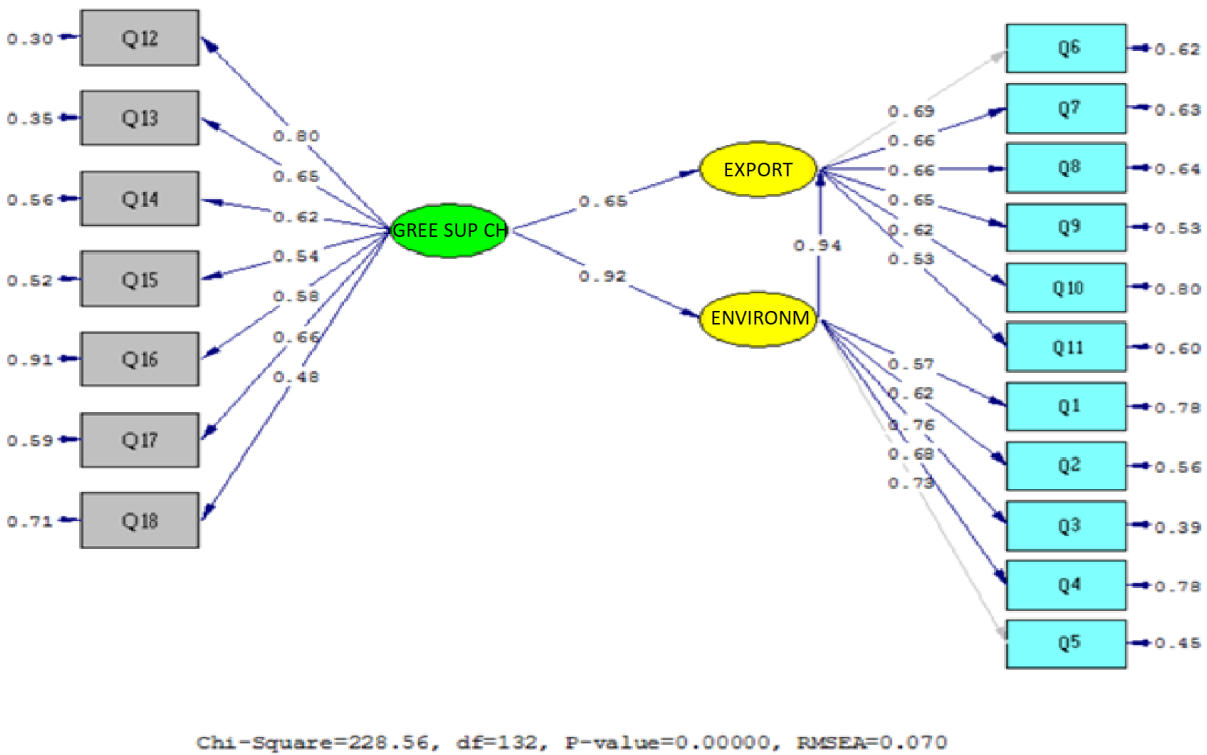


Figure 2: Structural Equation Modeling in Standard Estimate

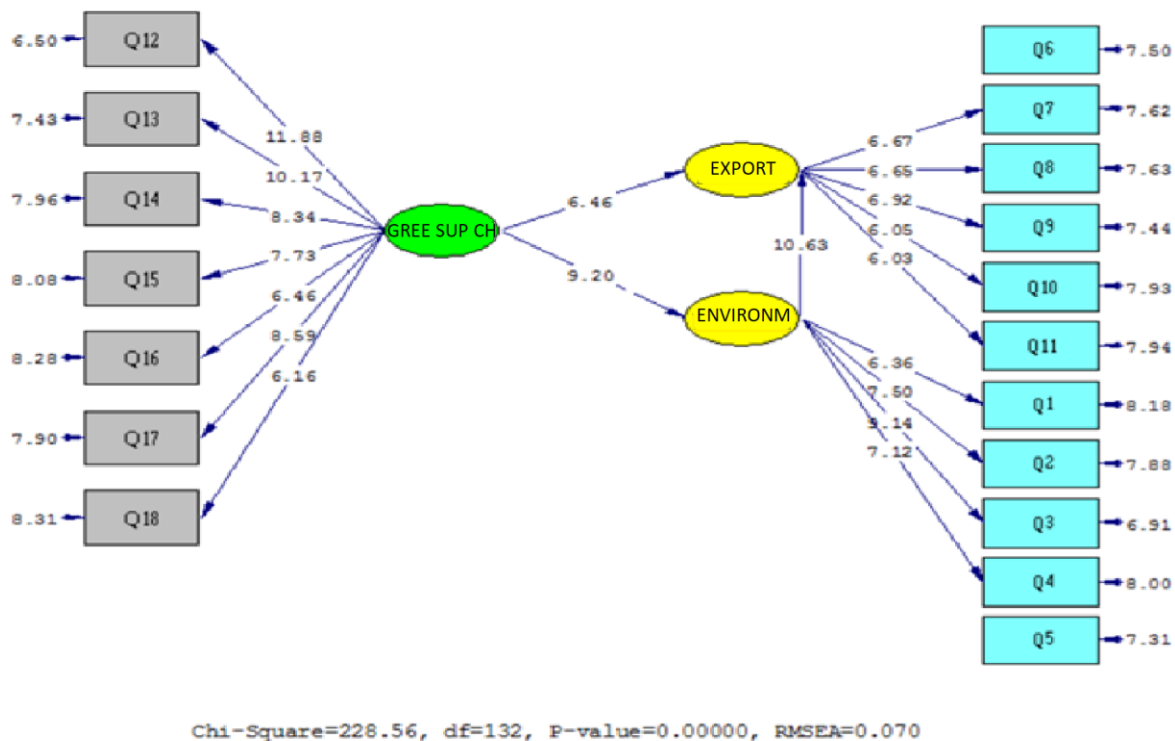


Figure 3: Structural model in the case of meaningful coefficients

Also, in the test of research hypotheses using the structural equation model, first, the software output indicates the suitability of the fitted structural model for testing assumptions (ratio χ^2 to df Below 3 So the value is χ^2 The right amount is low. The 070/0 = RMSEA It also demonstrates the suitability of fitting the structural model. In other words, the observed data largely corresponds to the conceptual model of the research. the amount of GFI , AGFI And NFI Accordingly, it is equal to 0.91 , 0.88 and 0.92 , which indicates the fit of the model . Secondly, the values of the path coefficient and t statistic indicate the severity of the effect and the significance of the relationship. The results of the sub-assumptions of the research are shown in the following table:

Table 2: Path analysis the relationship between research variables (sub hypothesis testing)

hypothesis	The hypothesis test path	Coefficient β	t	result hypothesis
1	Chains of RA green securing the impact on the environment is significant.	92 /.	9.20	Confirmation
2	Export performance has a significant impact on the performance of the environment.	94 /.	10.63	Confirmation
3	Chains of RA securing significant impact on export performance is green.	65 /.	6.46	Confirmation

Table 3: Path analysis Relationship between research variables (indirect and total effects) (main hypothesis)

hypothesis	way	the effect	t	result hypothesis
		whole		
1	RA Chains securing the green on the export performance of the operating environment to mediate the impact of that is significant.	92 / .* 94 /. = 8648 /.	10.63 + 9.20 = 19.83	Confirmation

Table 4: The indicators of fitness and how to calculate them

Model fit index	the amount of
Chi (xi) ratio to degree of freedom	1.73
Soothing index of fitness	.92
Softness Index of Fitness	94.
Adaptive fit index	93.
Fitness Index	.91
Moderated fitness index	.93

Conclusion

Suggestions based on sub hypothesis 1

Based on the hypothesis approval, it is suggested that the following measures be taken:

Recycling Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face Accepts.

Buy Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face Accepts.

Marketing Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face Accepts.

Production Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face Accepts.

Closed The category And you Carriage Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face You can Accepts.

Designing Green the door This Company Matching With Standards From Before determination Have been To the face Efficient And effective the face Accepts.

Principles Living Peripheral the door This Company Matching With Standards From Before determination Have been To the face Efficient And Effective if done.

Suggestions based on sub hypothesis 2

Based on the hypothesis approval, it is suggested that the following measures be taken:

Green recycling the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Green shopping the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Green Marketing the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Principles Friendly environment the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Suggestions based on sub hypothesis 3

Based on the hypothesis approval, it is suggested that the following measures be taken:

Green production the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Packaging Packaging and transportation Transport Green the door This company complies With Standards From Before determination Have been To Effective face And Effective if it accepts.

Green design the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Proposals based on the main hypothesis

Based on the hypothesis approval, it is suggested that the following measures be taken:

Green shopping the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Green Marketing the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Green production the door This company complies With Standards From Before determination Have been To Effective face And Effective if done.

Packaging Packaging and transportation Transport Green the door This company complies With Standards From Before determination Have been To Effective face And Effective if it accepts.

Reference

1. Al-Ghwayeen, W. S., & Abdallah, A. B. (2018). Green supply chain management and export performance: The mediating role of environmental performance. *Journal of Manufacturing Technology Management*, 29(7), 1233-1252.
2. Amiri K., (2016) investigating the effect of R to G of each of the strategies by which the performance of the role of the Association of Innovators of (the study of Consulting Engineers Tehran) , Islamic Azad University of Najafabad Branch Abad.
3. Bozkurt, O., & Esen, S. (2014). The Impact of Exporter Small-Business Enterprise Factors on their own Export Performance and Costs. *European Journal of Business and Management*, 6(2), 23-36.
4. Heidari A. (2014). Evaluate the impact of R to G of each of the strategies by which the performance of the role of the Association of Innovators of (the study of Consulting Engineers Tehran) , Islamic Azad University of Najafabad Branch Abad.
5. Kim, J. J., & Hemmert, M. (2016). What drives the export performance of small and medium-sized subcontracting firms? A study of Korean manufacturers. *International Business Review*, 25(2), 511-521.
6. Kirchoff, J. F., Tate, W. L., & Mollenkopf, D. A. (2016). The impact of strategic organizational orientations on green supply chain management and firm performance. *International Journal of Physical Distribution & Logistics Management*, 46(3), 269-292.
7. Kolah Kaj K. (2013). Evaluate the impact of the the workers of the of the of the water of the the Internet of the export performance of the Company for the export of the province, the second of the conference of the International the fashion of the of the, entrepreneurs of the of the economic development of the , Qom University of BC to have light.
8. Mohsenzadeh, M., & Ahmadian, S. (2016). The mediating role of competitive strategies in the effect of firm competencies and export performance. *Procedia Economics and Finance*, 36, 456-466.
9. Mohammadi M., Alasvand N., (2016), reviews the impact of the the the the the the fashion of each of the chains of RA supply of the green the Company 's production of the a - conference of the International of Fashion of the of the and accountant of , Tehran, Institute of Higher Education of the one -Kahn.
10. Rashidi Panah, Moahamadi, (2017), the effect of the direction of G 's in the company of exporting green on the performance of non- of the wealth of the exports of the Company: the benefits of the competition for the green strategy of all the export business of green Companies in the export of Tehran Province, the second of the conference of the The World of Fashion of the of the and accountant of , Tehran, Institute of Education signs of the righteous.

11. Sheikh, A. A., Shahzad, A., & Ishak, A. B. K. (2016). The mediating impact of e-marketing adoption on export performance of firms: A conceptual study. *Journal of Technology and Operations Management*, 11(1), 48-58.
12. Yilmaz, H., Çemberci, M., & Uca, N. (2016). The role of collaborative advantage for analyzing the effect of supply chain collaboration on firm performance. *International Journal of Commerce and Finance*, 2(1), 157-168.