



Hungarian University of Agriculture and Life Sciences
Szent István Campus
Stipendium Hungricum
Engineering Management master's training education

**Identifying the barriers to green product in Iran: Interpretive
structural modeling approach**

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Abstract

This study looks into the barriers to implementing green production techniques among Iranian production enterprises. The research sample consists of 35 specialists chosen from diverse production organizations experiencing these difficulties. These specialists were picked based on their significant production experience and skills, with a particular emphasis on green manufacturing projects. The report includes brief descriptions of the companies represented by these specialists, which provide useful insights into the industry landscape. The study identifies critical hurdles to green manufacturing implementation and examines their driving forces and linkages using Interpretive Structural Modeling (ISM) and MICMAC methodology. The findings highlighted crucial variables such as limited government assistance and a lack of standard procedures, emphasizing the necessity for focused interventions and legislative reforms to overcome these hurdles. The demographic data of specialists, such as gender, age, educational background, years of experience, and professional level, enriches the study by providing varied opinions that contribute to the research results. Finally, this study advances knowledge in sustainable production techniques and provides useful insights for policymakers, industry practitioners, and researchers looking to support green manufacturing initiatives in Iran and beyond.