

company, such as profit and return on investment and total sales, and it was seen in the figure of mean values of dimensions that after implementing green supply chain management, the changes in benefits is more than the changes in costs.

3. By comparing the mean value of the effects of implementing green supply chain management in different dimensions, it was observed that the brand image has the highest mean value, meaning that implementing GSCM practices in the company strongly improves the brand image of the company.

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