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GREEN MANAGEMENT STATUS IN IRAN AND WAYS TO IMPROVE: THE CASE OF THE PHARMACEUTICAL INDUSTRY

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Abstract

Obtaining a comprehensive understanding of green management in the pharmaceutical industry is important in developing countries to inform policymakers, minimize the industry’s environmental impact, protect public health, reduce costs, and improve the reputation of pharmaceutical companies. Tailored solutions are needed to address environmental challenges in developing countries, as their nature and incentives differ from those in developed countries. This study investigates the current state of green management in the pharmaceutical industry in Iran, providing insights into incentives and practices that can inform effective environmental policies in developing countries. This research employed a two-phase approach, beginning with a descriptive cross-sectional study. The study surveyed managers from 53 of Iran’s 100 active pharmaceutical factories to gain insight into current green management practices. Following this, a qualitative study was conducted to extract and hierarchically prioritize the internal and external incentives for improving sustainable practices within these factories. The study’s findings revealed that nearly 70% of the surveyed companies had implemented regulatory requirements, including facility inspections. However, implementing green management principles, such as reducing fossil-fuel consumption, was observed in less than 30% of the companies. The results indicate that Iranian companies prioritize machine performance over environmental concerns, as evidenced by their focus on repairing and improving their equipment.

Key words: environmental protection, green management, incentives, pharmaceutical industry

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