

Suthinee Bunnag 2014: Adoption and Expectation toward Green Supply Chain Management of Thailand Industry Sector. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration.
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The main purpose of this research is to study the level of importance toward characteristic of innovative green supply chain management, the enforcement in applying green supply chain management, process of green supply chain management and including the level of expectation in outcomes of green supply chain management, as well as the problems and barriers in implementation green supply chain management, and also to compare between industrial organization that has been certified and not been certified an international standard ISO 14000. The researcher was used a quantitative method by mixed the mathematical and science methodology to find out the cause and effect to answer the research problems. This study were used 453 samples size that were selected from industrial population by using a random sample based on convenience and using questionnaires as an instrument of data collection. For Data processing the researcher was analyzed the descriptive and inferential statistics such as ANOVA, T-test and F-test comparison of pair the LSD analysis, Factor analysis and multiple regression equations analysis.

In conclusion the main result of hypothesis in this study showed that the different specific characteristic of industrial organization relate to the adoption behavior of innovation and the level of importance toward characteristic of green supply chain management innovation, driven for apply to green supply chain management, process of green supply chain management and the level of expectation to the outcomes of green supply chain management as well.

Student's signature

Thesis Advisor's signature