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Studying the Factors Affecting Supply Chain Management and Provide proper Strategies for Improving it (Case Study Poultry Farming Industry)

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Abstract: Discuss the concept of supply chain, as a practical field today is one of the major issues in the field of public management and on this basis, by sum of its evolutionary process, that rooted in the socio-economic life of the human community, provided situation that in fast and competitive business world of today, Supply chain management by using the principles and basic concepts of supply chain, it could bring achieved progress atmosphere in type of business that 30 years of its achievement is equal to 5000 years of human performance. Understanding the principles of supply chain management and proper utilization of it during poultry industry chain, is the subject of current study. In five chapters separately described and finally review and conclude about it, and finished it suggestions to provide a complete model of supply chain in poultry industry and provide solutions for propelling huge ships rudder in poultry industry. To assess research hypotheses questionnaires were distributed to active companies in the poultry industry in Rasht city and 70 senior managers, middle managers and industry experts participated in the study. The results indicated that among characteristics of supply chain strategy, relationships with supplier strategy, has the maximum relationships with organizational performance of companies operating in poultry industry.

Keywords: Organizational Performance, Supply Chain Strategy, Poultry Industry.

I. INTRODUCTION

Realization of supply chain and supply chain management acts in industries and organizations is a part of essential and survival priorities and today, no organization and industry wouldn't be exception.(4) From 1960 onwards, the active participation in supply chain and its appropriate management, is the basic principle structure of any activity especially in the field of business (3). Understanding the principles of supply chain management and the proper use of it during the poultry industry chain, is the subject of current study.(1) In four seasons separately described in detail and finally review it and finished it suggestions to provide a complete model of supply chain solutions for the poultry industry and poultry industry propelling huge ships rudder.(10) It is hoped that the need to plan, tracking, evaluate and apply this manner of management that its initial to survival any industry, More applications in this industry and acquire specific and high place in all organizations and manufacturing and service organizations (15). The subject of this study was to assess the factors affecting in supply chain management and provide appropriate strategies to improve the poultry industry. (13)Nowadays, supply chain components, consist raw material preparation stage to the final delivery to the consumer.(6)(9) In a world where change is unrepeatably part of industry, study the Processes of each industry, enables the supply chain management to design process and, if necessary, take action to redesign or reengineering processes. Crisp and clear facts in Iran's poultry industry indicate the vast chaos in all structure of this industry (2). 60 years experience in Iran's poultry industry and the high volume of huge investment and its high employment with the role that is responsible for family food basket require that the current crisis in the industry to be properly identified and

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determined exit strategies.(8) Based on conducted study and compare them with each other, suggesting that the main problems of the poultry industry is not relevant to the number and quantity of units, But also related to inefficient market systems, existing high risk in business and industry, fluctuations in prices of inputs and outputs, issues and health care, nutrition and insufficient related services(14) . All of these problems stem from a lack of proper management in the supply chain in this industry.(7) In general the supply chain is a chain that all activities associated with goods flow and Convert materials; include supplying of raw material up to the final delivery to the consumer.(5)

II. THE SUPPLY CHAIN IS COMPRISED OF THREE AREAS:

1. Preparation
2. Production
3. Distribution

The main parameter to improve the supply chain is to reduce costs.

Five main reasons for cost creating include:

Lack of clarity of the supply chain process

1. Changes in domestic and foreign procedures of companies
2. Weaknesses in design of production
3. Existence insufficient information to make a decision
4. Poor loop chain in relation with supply chain partners

The main processes of supply chain management include:

1. Data Management: Management of coordinate and proper information among the partners will lead effect Processes of speed, accuracy, quality exist.
2. Logistics management: include physical section of supply chain.
3. Relationship management: a factor that leads us to the conclusion of discussion and is most important part of supply chain management is supply chain management because of its construction and form (16). For this purpose in this study by a Targeted and pathological approach investigate the components of the poultry industry And with detailed analysis of the performance of each process and present sub-processes of Iranian's poultry industry activity, we examined bright and dark part of it. The supply chain management approach, with all its aspects in this context, Can be used as an appropriate tool. (12)

III. RESEARCH METHODOLOGY

RESEARCH QUESTIONS

1. DOES DIFFERENT LEVELS OF THE SUPPLY CHAIN STRATEGY AFFECT THE PERFORMANCE OF THE POULTRY INDUSTRY?
2. DOES THE USE OF DIFFERENT LEVELS OF PERFORMANCE ORIENTED PRODUCT STRATEGY AFFECTS THE POULTRY INDUSTRY?
3. CAN APPLICATION OF DIFFERENT STRATEGIES TO BUY IRANIAN POULTRY INDUSTRY AFFECT ON PERFORMANCE?
4. DOES APPLICATION OF DIFFERENT STRATEGIES WITH SUPPLIERS AFFECT THE IRAN'S POULTRY INDUSTRY?

IV. RESEARCH CONCEPTUAL FRAMEWORK

ACCORDING TO ASKED QUESTIONS AND THEORETICAL STUDIES, FOLLOWING CONCEPTUAL MODEL CAN BE THE BASIS OF RESEARCH WORK.

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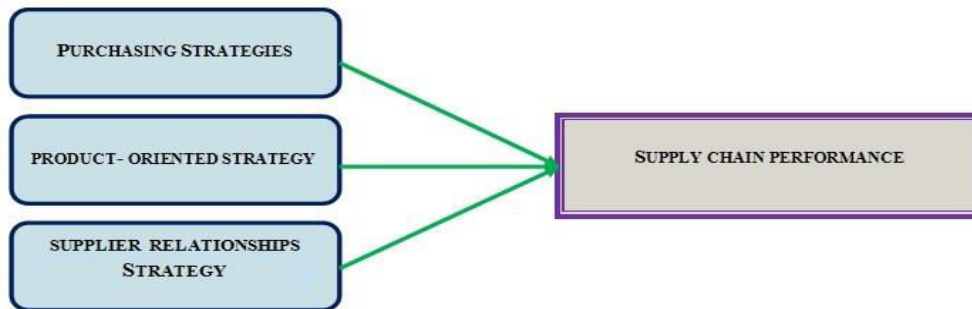


FIGURE 1 : CONCEPTUAL MODEL OF RESEARCH (AUTHOR)

SUPPLY CHAIN: ALL ACTIVITIES RELATED TO FLOW AND TRANSMISSION OF MATERIAL FROM THE RAW MATERIAL STAGE (EXTRACTION) TO END-USER CUSTOMERS AND AN EQUALLY ASSOCIATED WITH FLOW OF INFORMATION, MATERIAL AND INFORMATION FLOW MOVE UP AND DOWN IN SUPPLY CHAIN.

SUPPLY CHAIN MANAGEMENT: DESIGN, MAINTENANCE AND OPERATIONAL PROCESSES OF THE SUPPLY CHAIN TO SATISFY THE NEEDS OF THE FINAL CUSTOMER.

FUNCTION: PERFORM A TASK, AND COMPLIANCE PURPOSES UNDER CERTAIN CONDITIONS.

PERFORMANCE IN THE FIELD OF PHYSICS IS CLEAR, BUT IN BUSINESS IS EQUIVOCAL.

MEASURE: A MEASURE OR INDICATOR IS A PERFORMANCE OF NUMERICAL VALUE THAT INDICATES HOW EACH OBJECTIVE HAS BEEN ACHIEVED.

IT IS A MEASURE THAT QUANTITATIVE EFFECTIVENESS AND EFFICIENCY OF AN ACTION.

PERFORMANCE MEASUREMENT: IDENTIFY AS QUANTIFY EFFECTIVENESS AND EFFICIENCY, ACT OR A SYSTEMATIC APPROACH TO PLANNING AND CONDUCTING DATA COLLECTION AND MONITORING OF PERFORMANCE INDICATORS.

V. STATISTICAL POPULATION AND SAMPLING METHOD

CURRENT RESEARCH POPULATION THE RESEARCH POPULATION CONSISTED OF ALL SENIOR MANAGERS, MIDDLE MANAGERS AND EXPERTS OF THE POULTRY INDUSTRY IN THE GILAN PROVINCE, WHICH IS CONSIDERED A LIMITED POPULATION. CONSIDERING TO THE LIMITED STATISTICAL POPULATION SIZE, ALL INDIVIDUALS ARE IN THE POPULATION CENSUS, AS A RESULT, FOR DATA COLLECTION, 70 QUESTIONNAIRES WERE DISTRIBUTED AMONG THE POPULATION.

TABLE 1: CRONBACH ALPHA VARIABLES AND COMPONENTS OF THE QUESTIONNAIRE

ROW	VARIABLE	CRONBACH ALPHA
1	PRODUCT ORIENTED STRATEGY	0.74
2	PURCHASING STRATEGY	0.79
3	SUPPLIER RELATIONSHIPS STRATEGY	0.91
4	ORGANIZATIONAL PERFORMANCE	0.87

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TABLE2: THE RESULTS OF THE RESEARCH HYPOTHESES

SPEARMAN TEST RESULT				VARIABLES	
RESULT	R	P-VALUE	LEVEL OF ERROR (α)	DEPENDENT VARIABLE	INDEPENDENT VARIABLE
CONFIRM MAIN HYPOTHESIS	0.802**	0.000	0.01	ORGANIZATIONAL PERFORMANCE	SUPPLY CHAIN STRATEGIES
CONFIRM FIRST MAIN HYPOTHESIS	0.63**	0.000	0.01		PRODUCT-ORIENTED STRATEGY
CONFIRM SECOND SUB-HYPOTHESIS	0.676**	0.000	0.01		PROCUREMENT STRATEGY
CONFIRM THIRD SUB-HYPOTHESIS	0.872**	0.000	0.01		RELATIONSHIP WITH SUPPLIERS STRATEGY

TABLE 3: THE RESULTS OF THE REGRESSION COEFFICIENTS

MODEL	NON STANDARDIZED REGRESSION COEFFICIENTS		THE STANDARDIZED REGRESSION COEFFICIENTS	T	LEVEL OF SIGNIFICANT
	B	STANDARD ERROR	B		
CONSTANT VALUE (CONSTANT)	5.52	3.9	-	1.88	0.02
PRODUCT-ORIENTED STRATEGY(X)	0.11	0.22	0.36	1.53	0.01
PROCUREMENT STRATEGY(Y)	0.18	0.21	0.11	1.03	0.047
RELATIONSHIPS WITH SUPPLIERS STRATEGY (Z)	0.29	0.28	0.19	1.19	0.000

BASED ON THE RESULTS OF THE REGRESSION COEFFICIENTS TABLE, THE REGRESSION EQUATION CAN BE WRITTEN AS FOLLOWS:

$$\text{ORGANIZATIONAL PERFORMANCE} = 5.52 + 0.11X + 0.18Y + 0.29Z$$

VI. CONCLUSIONS AND RECOMMENDATIONS

THE PURPOSE OF THIS STUDY WAS TO EVALUATE THE IMPACT OF SUPPLY CHAIN STRATEGIES FOR COMPANIES OPERATING IN THE POULTRY INDUSTRY AND THE RELATIONSHIP BETWEEN THE CHARACTERISTICS OF SUPPLY CHAIN STRATEGY AND ORGANIZATIONAL PERFORMANCE IN THESE COMPANIES. THE RESULTS SHOWED THAT THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN CHARACTERISTICS AND PERFORMANCE OF ENTERPRISE SUPPLY CHAIN STRATEGIES AND MANAGER BELIEVES THAT SUPPLY CHAIN STRATEGY PROVIDE PROGRESS IN THE ORGANIZATION. AMONG THE FEATURES OF SUPPLY CHAIN STRATEGY, SUPPLIER RELATIONSHIPS STRATEGY HAS MAXIMUM RELATIONSHIP WITH ORGANIZATIONAL PERFORMANCE COMPANIES OPERATING IN THE POULTRY INDUSTRY. THIS STUDY WAS SIMILAR TO CONDUCTED RESEARCH BY HAGHIGHI AND ET AL (2010). IN HAGHIGHI AND ET AL (2010) CORRELATION WITH SUPPLIERS WITH PEARSON’S

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COEFFICIENT OF 0.82 AND PURCHASE WITH PEARSON COEFFICIENT OF 0.54, RESPECTIVELY, HAS MAXIMUM AND MINIMUM RELATIONSHIP WITH ORGANIZATIONAL PERFORMANCE.

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