

عنوان مقاله:

An Evaluation of the Market Strategies and Decisions of the Contracted Broiler Enterprises in Bolu, Sakarya and Ankara via Analytical Hierarchy Process

محل انتشار:

مجله علوم طیور، دوره 9، شماره 2 (سال: 1400)

تعداد صفحات اصل مقاله: 12

نویسندگان:

Seyfettin Tuncel - *Kirikkale University, Faculty of Veterinary Medicine, Department of Animal Health Economics and Management, Kirikkale, Turkey*

Tamer Eren - *Kirikkale University, Engineering Faculty, Department of Industrial Engineering, Kirikkale, Turkey*

Şeyda Gür - *Harran University, Engineering Faculty, Department of Industrial Engineering, Şanlıurfa, Turkey*

Gökhan Şen - *Kirikkale University, Faculty of Veterinary Medicine, Department of Animal Nutrition and Nutritional Diseases, Kirikkale, Turkey*

Cevat Sipahi - *Mehmet Akif University, Faculty of Veterinary Medicine, Department of Animal Health Economics and Management, Burdur, Turkey*

خلاصه مقاله:

This study was performed to evaluate the decisions of the contracted broiler enterprises for the integrated company selection in terms of Δ criteria (C₁: Stability, C₂: Crisis management, C₃: Profitability C₄: Flexibility, C₅: Supply). In this study, 68 enterprises were selected with stratified random sampling among the broiler enterprises, operating in Sakarya (12.0%), Bolu (11.0%) and Ankara (3.2%) those constitute 24.2% of contracted broiler enterprises in Turkey in 2017. The research was conducted with two large scales (A and B) and two small scales (C and D) integrated companies in the broiler sector, where broiler enterprises produce under a contract. According to these Δ criteria, the optimum selection of integrated companies of broiler enterprises among A, B, C, and D was analyzed using Analytical Hierarchy Process (AHP). As a result of the analysis, the importance level of C₁, C₂, C₃, C₄, and C₅ criteria among Δ criteria was found strategically significant at 46.0%, 20.0%, 18.0%, 10.0% and 6.0%, respectively. Thus, C₁ criterion was determined as the most dominant criterion. The selection weights of integrated companies A, B, C, and D were 34.5%, 36.7%, 12.6% and 17.1%, respectively. This result shows that working with large-scale A and B integrated companies is strategically advantageous for broiler enterprises.

کلمات کلیدی:

Meat sector, Broiler enterprise, Broiler production chicken, Broiler integration company

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1403078>



