

عنوان مقاله:

Analyzing supply chain innovation on the competitive advantage of Tehran Electric Company

محل انتشار:

هفدهمین کنفرانس بین المللی مدیریت، اقتصاد و توسعه (سال: 1402)

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خلاصه مقاله:

Introduction and purpose: The issue that has received more attention in the field of supply chain management from the global perspective today is supply chain risks and how to effectively manage them, which is thought to be very effective in maintaining competitive advantage in today's highly competitive market. The purpose of this study is to investigate the effect of supply chain innovation on the competitive advantage of the electricity company with the mediating role of stability and resilience capabilities.
Methodology: This research is applied in terms of purpose and descriptive correlation in terms of method. The statistical population of the research includes all the employees of the electricity company of Region ۳ in Tehran. The minimum sample size was estimated to be ۱۱۹ people according to G*power software, and finally, the same number of questionnaires were collected and analyzed. In this research, a standard questionnaire was used to collect information. Reliability was checked using the McDonald Omega coefficient, and face and content validity were checked and confirmed with the opinion of supervisors and content validity.
Conclusions and findings: Also, the data obtained were analyzed using SPSS۲۶ and SmartPLS ۴ statistical software. The results showed that supply chain innovation has a positive and significant effect on the competitive advantage of the electricity company.

کلمات کلیدی:

.Supply chain innovation, Resilience, Stability, Competitive advantage

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