عنوان مقاله:

Hybrid Approach for Supply Chain Management

محل انتشار:

ششمین کنفرانس بین المللی تحلیل پوششی داده ها (سال: 1393)

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خلاصه مقاله:

Many companies claim to have a sales and operation planning process but are living with disappointing results. Market consistently finds that supply chain play a critical role in helping firms achieve growth objectives and across firms into a cohesive and high-performing business model. Therefore, in this paper we propose hybrid models for performance evaluation of supply chain and members of supply chain.

کلمات کلیدی:

Supply Chain Management, Data Envelopment Analysis, Hybrid model

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