عنوان مقاله:

Prioritizing the IT projects in Business Process Reengineering of Iranian Tobacco Company supply chain using balanced scorecard

نویسندگان:

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خلاصه مقاله:

Reengineering success of a supply chain depends on understanding of the chain, company and also Functional Strategic Objectives and their fit. The authors havechecked the Iranian Tobacco Company's supply chain status and, customer and chain understanding then company's strategies and functional strategies madeconsistence to gain cost reduction as the most important objective of an effective supply chain. Also the authors measured the efficiency level of initiatives and process used on IT employing Balanced Scorecard as a performance measurement system while defining intereffect of the strategic objectives and finally choosing the higher priority projects to implement

کلمات کلیدی:

Supply Chain Management (SCM),Information Technology (IT), Balanced Scorecard (BSC), Performance Measurement (PM), Iranian Tobacco company (ITC), ARIS

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