

عنوان مقاله:

An integrated framework of enablers of strategic alignment in supply chain: A fuzzy DEMATEL approach

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خلاصه مقاله:

Having conflicting and competing objectives by different supply chain participants is always a crucial obstacle to supply chain success. Supply chain alignment aims to meet all members' objectives by aligning strategies throughout the supply chain. Despite this, the problem of how to achieve strategic alignment in the supply chain context is still a major challenge and has received little attention in the literature. In this paper, drawing upon a comprehensive review of the literature, an integrated, comprehensive framework of enablers of strategic alignment in supply chain is developed incorporating 11 critical enabling factors. Then, a fuzzy decision-making trial and evaluation laboratory (DEMATEL) approach is applied to construct a structural model and investigate inter-relationships among the identified enablers. Results of cause-effect analysis show that top management support and organizational culture are the most important enablers of strategic alignment in the supply chain.

کلمات کلیدی:

Supply chain alignment, Strategy, DEMATEL, Fuzzy theory, Cause – effect relationship

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