

عنوان مقاله:

(supply chain management in the light of enterprise resource planning (selected criteria: services and satisfaction

محل انتشار:

سومین کنفرانس بین المللی پژوهش های نوین در حوزه علوم تربیتی و روانشناسی و مطالعات اجتماعی ایران (سال: 1397)

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خلاصه مقاله:

enterprise resource planning can influence on the supply chain management in ceramic and tile industry. by exploring the literature review and the main variable indicators, the enterprise resources planning is on the supply chain management which its subsidiary hypothesis were surveyed like system, satisfaction, agency information, services and task force were investigated. according to the statistical population that are the tile and ceramic experts of yazd province (in iran). we selected some samples based on snowball method and by a questionnaire we collected data. for the data analysis, was used the inferential statistic. (factor analysis, path analysis and structural equation) with spss and pls softwares. the results of data analysis showed that satisfaction and services hypothesis were approved. consequently, some suggestion was offered about tile and ceramic industry

کلمات کلیدی:

enterprise resource planning (erp), tile and ceramic supply chain satisfaction, services

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