

عنوان مقاله:

A Survey on Iranian Automotive After Sale Services Companies

محل انتشار:

اولین کنفرانس بین المللی حماسه سیاسی (با رویکردی بر تحولات خاورمیانه) و حماسه اقتصادی (با رویکردی بر مدیریت و حسابداری)
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خلاصه مقاله:

It is nearly a decade that Iranian companies attempt to obtain European foundation for quality management, (EFQM) organizational excellence award with guidance of public sector, spending enormous financial cost and utilization of human resources. Authors experiences an expert or consultant in implementing this pattern in several companies is motivated them to perform a research about effectiveness of EFQM pattern in Iranian companies. Automotive after-sales services companies that engaged in achieving EFQM award have been chosen as the study population. To evaluate effectiveness of this pattern, several dimensions of organization based on research literature, patterns and theories translated to operational and measurable indicators. Questionnaires were completed by a sample of employees and managers, were used for data collection. Research hypotheses were tested by comparison of coupled mean before and after implementation of EFQM model. Results suggest that the effectiveness of EFQM model implementation is very low and only in some dimensions

کلمات کلیدی:

Organizational Effectiveness, Organizational Excellence Award, EFQM, Automotive after sale services

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