

عنوان مقاله:

What Are the Critical Success Factors for Strengthening Supply Chain Operational Performance

محل انتشار:

دوازدهمین کنفرانس بین‌المللی آکادمی مدیریت آسیا (سال: 1396)

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خلاصه مقاله:

In today's dynamic business environment, the competition is no longer between firm, but between supply chains to gain competitive advantages. The trends have made industrial practitioners focusing more on the key factors influencing the performance of the supply chain operation. This paper makes an initial attempt to identify the critical success factors of supply chain operational performance (SCOP) amongst textile and apparel (T&A) companies in Malaysia. The total of 201 questionnaires were sent to Malaysia's T&A company that is listed in the Federation of Malaysian Manufacturers (FMM) and Malaysian External Trade Development Corporation (MATRADE) directory. The total of 121 usable responses were obtained and analyzed through Partial Least Square Structural Equation Modelling (PLS-SEM). The discussion of this study is followed by presenting the results of survey on the relationship of relational capability and organizational culture capability on SCOP. The results shown that the relationship between relational capability and organizational culture capability have significant impact on SCOP

کلمات کلیدی:

Critical Success Factors, Relational Capability, Organizational Culture Capability, Supply Chain Operational Performance, Textile and Apparel Industry in Malaysia

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