

## عنوان مقاله:

A Multi-Objective Optimization for Supply Chain Management at Pars Khodro Company in Iran

## محل انتشار:

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## خلاصه مقاله:

Supply chain management is a key factor in gaining competitive advantage. Better serving the customer, increasing incomes and reducing costs is the fruit of using this philosophy. Organizations can manage their performance by targeting, identifying and defining criteria and evaluating their continuous performance, which results in this business assessment in this study. The goal of this study is to propose a multi objective optimization model with the aim of minimizing the total cost of Pars Khodro supply chain and maximizing the value of purchases from suppliers affiliated with Pars Khodro Company. In this research, an approach for assigning orders to suppliers, establishing distribution centers and purchasing vehicles in the supply chain related to Pars Khodro Company is presented, in which the routing problem is addressed along with other applied assumptions. The results showed that a supply chain should be designed and implemented in accordance with the needs of the final customers, and the two main elements in supply chain management are the flow of product and flow of information. Hence, the components of the supply chain focus on the movement of goods within the chain, and the information systems, focusing on the flow of information, aimed at reducing costs, improving quality, improving performance, reducing lead time, flexibility in environmental change and innovation in the delivery of information and services.

## کلمات کلیدی:

supply chain management, multi-objective optimization model, supply chain optimization

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