

عنوان مقاله:

Integration Automotive Distribution Network Using Supply Chain

محل انتشار:

ششمین کنفرانس بین المللی اقتصاد، مدیریت و علوم مهندسی (سال: 1394)

تعداد صفحات اصل مقاله: 14

نویسندگان:

Hamid Reza Samadian - *DBA Candidate of IUIM University Tehran*

Marziyeh Kasaei - *Lecturer of Islamic Azad University IRAN*

خلاصه مقاله:

Over the past two decades, the scope of some key subjects in operations management has extended beyond the single company to include supply chain partners and their interactions. Increasing competition due to market globalization, product diversity and technological breakthroughs stimulates independent automotive companies to collaborate in a supply chain that allows them to gain mutual benefits. Especially the events of the past year have shell-shocked even the most ardent industry participants a crisis and the following hard recovery. Not only the critical challenges in implementing process lean with low cost and high quality, also critical to success is the ability to efficiently meet stricter emissions and fuel economy standards escalating in most jurisdictions. With all the factors working beneath the waves, supply chain management becomes the core source of a company's competitive advantages and even the trump of the entire automotive industry's success. A proper supply chain strategy provides financial returns and other key factors superior to the old concepts which brought profits before but no longer up to date now. Correctly design and effectively evaluate the supply chains, and improve the supply chain structure dynamically over time, are the key methods for an automotive company to survive and succeed in the volatile and critical automobile industrial environment. In this paper concludes that considering the network characteristics of the automobile industry should reconsider their practice of standard production capacity flexibility in their supply management. It will be discussed how network effects and the resulting performance dynamics can make a difference in the supply performance of suppliers and thus should be taken into account. In this paper, based on my study in the automotive door system supply, different supply chain scenarios namely integrated model use in automotive industry

کلمات کلیدی:

Automotive Industry, Supply Chain, Component manufacturing

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/480785>

