

The impact of supply logistics integration on competitive performance with the mediation role of lean production processes and inbound supply performance (case: Gilan manufacturing firms).

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Abstract: The purpose of this paper is to examine the impact of integrated supply logistics, as the initiation point of supply chain, to the competitive performance, by impacting supply inbound performance and lean production processes. Also it examines the impact of supply inbound performance and lean production processes on competitive performance. For data gathering in this paper we use a five point Likret questionnaire and a sample of 295 manufacturing companies are extracted the population of Gilan, Iran manufacturing companies. By using SPSS the variables are explained and then by the use of LISREL 8.8 the hypothesis are analyzed. The results show that the integrated logistics has a positive impact on organization's performance and also this impact is observed mediating of lean production processes. But the results don't show any relationship between supply inbound performance and competitive performance which means, lean production processes are more important than inbound performance and inbound performance has no impact over organization performance unless the production processes are well employed. **Keywords:** Supply chain, supply logistics, lean production, inbound performance, outbound performance, competitive performance, organization performance.

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