

The impact of integration on financial performance in the supply chain according to the mediating role of top management support manufacturing companies in the city of Rasht

reza matin*,

According to the companies to maintain and improve their performance, so understanding the factors affecting the performance and in particular, financial performance and strategy is considered an important process. On the other hand, in recent years related to the integration of supply chain studies have shown that these variables can affect the company's financial performance. In this regard, the present research is to answer the question whether the supply chain integration on financial performance due to the role of top management support manufacturing companies in the city of Rasht impact? The population of this research includes the study of manufacturing companies rasht city and sampling is simple random sample of 200 companies were considered as company and finally 136 questionnaires were received. Applying the method of collecting information on the survey questionnaire. To confirm the validity of the content validity method to determine the direction Cronbach's alpha reliability coefficient was used. To test the hypotheses using structural equation modeling was performed using the smart PLS. The results showed that customer integration, internal integration and integration with suppliers in the top management support to the 60.1 percent of financial performance can explain

Keywords : Keywords: customer integration, internal integration, supplier's integration, top management support, financial performance

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)