

The effect of supply chain integration on customer satisfaction and financial performance: an organizational learning perspective (case study: Industrial City Rasht)

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In an economic enterprise whose goal is to augment the wealth of the owners, paying attention to the increase in profits leads to the realization of the goal. In fact, calculating the amount of financial performance means the achievement of organizational goals. Supply chain management consists of a series of approaches and methods to effectively integrate suppliers, manufacturers, distributors, and customers to improve the long-term performance of individual companies and the entire supply chain in a coherent and high-performance business model. The present research is a descriptive research in terms of the way to obtain the required data and the classification of research according to their purpose. In terms of the type of study, the research is an applied research and in terms of the method, it is a descriptive-survey research. The statistical population of the study consisted of the managers and officials of small and medium enterprises in Rasht Industrial Town. In order to access the data needed to test the hypotheses, the researcher used the standard questionnaire of U. et al. (2013) as the main research instrument. The results showed that internal integration has a positive and significant impact on customer integration and the supplier integration. The results also indicated that customer integration and supplier integration have a positive and significant impact on customer satisfaction, and finally, it showed that supplier integration has an impact on financial performance.

Keywords : Internal integration, customer integration, supplier integration, financial performance

