
The Impact of Information Technology and Commitment to Relationship through Supply Chain Coordination on Supply Chain Performance

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For a constantly changing environment, the era of change in the way companies interact with suppliers and customers and the complexity of markets, reduce the life of products and the importance of time to respond to customers and increase flexibility, the supply chain is a vital factor for the competitiveness of organizations. In this research, the statistical society of the companies operating in the industrial city of Rasht. Using Cochran Stratified Sampling method, 221 individuals were identified. Then, the questionnaire was used to collect information and comments sample people. Subsequently, analyzes and research hypotheses were tested using SPSS and Laser software. The results of testing hypotheses using the structural equation approach show that coordination with suppliers and customers has a positive impact on supply chain performance. It was also found that information technology for suppliers and customers has a positive impact on coordination with suppliers and customers. Other research hypotheses were also confirmed and statistically significant.

Keywords : supply chain, information technology, coordination with suppliers and customers, commitment to relationship

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