Investigating the Impact of B2B Supply Chain Coherence, Unpredictability of Demand and Product Variety on Performance with Intermediation Interaction among They (Case Study: Iran's Automotive Industry)

somaye ebrahimzadeh*,

Supply chain management (SCM) is a phenomenon that performs the activities so that the customers can receive the fast, reliable service with high-quality products in the shortest possible time. Overall, the supply chain is composed of two or more organizations that are formally distinct and related by the material flows, information, and financial flows. Given the extent of supply and logistic activities in Iran Khodro Co. (IKCO), the present study aimed to investigate business-to-business (B2B) performance supply chain in e-commerce in IKCO. Thus, the objective was to examine the impact of B2B supply chain coherence, product diversity, and demand uncertainty on the performance of IKCO. The statistical population was composed of the managers of IKCO (N = 217). The research tool was a questionnaire. It was used to collect data and IKCO manager's opinions. The validity and reliability of the research tool were examined by content validity and Cronbach's alpha. The validity was confirmed after the final adjustment of the questionnaire. Also, the results of Cronbach's alpha demonstrated the reliability of the research tool. Then, the hypotheses were tested and the results were analyzed by LISREL and SPSS software packages. First, demographic variables were studied and then, inferential analyses were carried out. Finally, it was found that the supply chain coherence influenced the performance and interaction of the three studied factors. Also, it was revealed that the interaction of product diversity, demand uncertainty, and supply chain coherence

was effective for IKCO performance.

Keywords : supply chain, information technology, automobile industry