
Assessing the impact of using IT components on SCM performance (Case Study: Apadana Ceram Company Qazvin)

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The purpose of this study was to investigate the effect of using IT components on the performance of SCM in ceramic tile company Apadana Ceram Qazvin, so that considering the effective IT components (cost reduction, volume of information interchange, data transfer speed, environmental uncertainty), and The performance of Supply Chain Supply Management Company of Apadana Ceram Qazvin Ceramic Tile was studied. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population in this research consists of all experts in various units of production, marketing, sales, commerce, research and development, quality control ... in the company Apadana Ceram Ceramic tile company which includes 245 people. How to calculate the sample size using the Cochran formula. Therefore, using an unpredictable sampling method, it is possible to reduce the number of research units. Using the Cochran formula with a population of 196, the required sample is estimated at 130. This includes a questionnaire designed after Its validity was confirmed through content validity and its reliability through the Cronbach alpha, distributed throughout the statistical society. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that there is a significant relationship between the effective components of IT and the performance of Supply Chain Management Company of Apadana Ceram Qazvin ceramic tile.

Keywords : Business management, IT components, marketing and sales management, supply chain management

