

The Impact of Human Capital on Competitive Performance Regarding the Mediating Role of Supply Chain Integration (Case Study : Happy Land Manufacturing Company).

Hojat Moshtaghie Fred*,

In today's competitive world, it must be acknowledged that what ensures the achievement of the competitive advantage of organizations is a high quality, creative and dynamic manpower. Therefore, a descriptive - survey study has been conducted to investigate the effect of human capital on competitive performance with regard to the mediating role of supply chain integration in Happy land manufacturing company. The research community in this research is all managers, deputies, supervisors and experts in Happy land manufacturing company. The random sampling was done. The data obtained 73 questionnaires, using structural equations and Smart PLS (3) software was investigated and analyzed. The results indicate that there is a meaningful relationship between human capital and supply chain integration. This connection is due to the effect that the organizational commitment is on the internal integration of the supply chain, The multiple skills of managers on the customer as well as multiple staffing skills are on the integration of suppliers and the internal integration of the supply chain. While there was no significant relationship between the organizational commitment with the merger of suppliers and customers, the multiple skills of managers with the integration of suppliers and internal as well as multiple skills of employees with the involvement of customers. The results also show that supply chain integration has a positive effect on competitive performance. The results of the mediating role of supply chain integration have proven the relationship between human capital and competitive performance.

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