
The Impact of Individual Supply Chain Orientation on Supply Chain Management through the Mediating Role of Organizational Supply Chain Orientation Dimensions (Case Study: East Gilan Food Production Companies)

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In today's competitive world, given the characteristics of new production environments and the nature of customers, other past production management practices that have been less integrated in their processes have lost their efficiency, and companies today need to integrate all manufacturing processes - raw materials To make the final consumer. Supply chain management as an integrated approach to manage flow of materials and goods, information and money flows has the ability to meet these conditions. So in this study, the effect of individual supply chain orientation on supply chain management with the role of mediation of organizational supply chain orientation dimensions has been investigated. This research is applied in terms of purpose and in terms of data processing method is descriptive. The statistical population of this research is food companies in the east of Gilan. A questionnaire was used to measure the variables of the research and collect data. In the present questionnaire, the factor of individual supply chain orientation has been measured through 4 variables, the factor of organizational supply chain orientation through 3 dimensions and 10 variables, and finally, the factor of supply chain management through 2 dimensions and 9 variables. Overall, a questionnaire was compiled with 23 questions related to the main components of the model and 5 demographic questions related to respondents. Among the statistical population, using non-inferential sampling method, questionnaires were distributed among the

50 surveyed companies so that in each company, one questionnaire was delivered and They were asked to complete it by one of the senior managers of the organization. Eventually, the same number was returned with follow-ups. The results of the analysis using the second-generation structural equation modeling, partial least squares (PLS) show that at 95% confidence level, all relationships in the model were significant.

Keywords : Individual Supply Chain Orientation, Organizational Supply Chain Orientation, Strategic Supply Chain Management, Operational Supply Chain Management.

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