

The Impact of Internal and External Integration and Supply Chain Management Risk on Productivity Felexibility in Manufacturing Companies in Guilan Province

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Production flexibility is one of the dynamic capabilities that effectively provides organizations with competitive advantage and advantage. Strategic actions are considered as design and management processes in line with operational and organizational performance, which ultimately leads to productivity of the organization. The purpose of this study was to investigate the impact of internal and external integration and supply chain risk management on production flexibility in large manufacturing companies in Guilan province. This research is an applied in terms of the purpose and This research is a descriptive and correlational one in terms of purpose and in classifying the types of research by method. The statistical population in this study is large manufacturing companies in Guilan province. The method of data collection is field research. Questionnaires were used for data collection and census sampling method. Pls and spss software were used to analyze the hypotheses. The results indicate the impact of internal integration on production flexibility of large manufacturing companies, impact of external integration on manufacturing flexibility of large manufacturing companies, impact of supply chain risk management on manufacturing flexibility of large manufacturing companies, moderating role of supply chain risk management in impact. Internal integration affects the manufacturing flexibility of large manufacturing companies and the moderating role of supply chain risk management on the impact of external integration on the manufacturing flexibility of large manufacturing companies in Guilan province.

Keywords : Keywords: manufacturing flexibility, internal and external integration,

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