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Measuring Organizational Strategic Alignment: A Systems Dynamics Approach

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Abstract: Strategic alignment, literally, is an abstract and qualitative concept. While a qualitative concept is not quantified and operationalized, it does not worth paying attention, practically. This article basing on a general formula and taking systems dynamics approach suggests an operational model for organizational strategic alignment measurement. According to primary diagnosis of influencing variables, their dimensions and components were accomplished by a vast relevant literature review and were finalized by using Delphi Method and Focus Groups. From methodological aspect, this research uses an exploratory mixed method. Model outputs showed that it can be used as a dynamic strategic performance measurement system (DSPMS) for highlighting the weak points of organizational performance. Then, model, by simulating the system's behavior would enable the practitioners to predict the results of applying different improvement course of actions.

Keywords: ***dynamic strategic performance measurement system, performance measurement system, strategic alignment, system dynamics.***

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Surveying Effect of Supply Components in Supply Chain Management on Organization Performance (Case study: Iran Automotive Electronic Industrial)

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Abstract: Supply chain management has been considered by many researchers in order to coordinate the chain members in this new age so that it is considered as a strategic approach for demands, operations, procurements and managing logistical processes. The present study deals with survey of supply components in supply chain management and their effect on organization performance. The research conceptual model has been obtained from integrating several models and the statistical society of the research has included the companies that produce automotive electronic parts. The conceptual model hypotheses were tested through questionnaire and statistical analysis. The findings resulting showed that supply chain management components are correlated with each other positively and each one affects on the organizational performance. Thus, the top managers should establish this approach in order to achieve competitive advantages against their competitors so that they can obtain the advantages arising from them.

Keywords: ***organization performance, supplier participation, supply chain management.***

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Investigating the Impact of Business Strategy on ERP Post-implementation Success, a Study on Iranian Firms

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Abstract: In recent years, with the increase in the popularity of ERP systems, many researchers have been faced with the question of "How can we describe the best organizational context to achieve the success through utilizing an ERP system"? This study investigates the impact of Business Strategy, as a potential factor, on ERP post-implementation success in Iranian adopting organizations. First, a main hypothesis is developed to examine the extent of significant relation between business strategy and ERP post-implementation success. Moreover, three twofold hypothesises are developed in order to compare different strategies and find the best one. Afterwards, required data is gathered from every adopting organization using a standard questionnaire. Finally, one-way ANOVA method is applied to test the main hypothesis and Tukey method is used to perform multiple comparisons between business strategies. The findings confirm the impact of Business Strategy on ERP post-implementation success and introduce the Defender and Analyzer strategies as the suitable strategic contexts for the successful exploitation of ERP systems.

Keywords: ***ANOVA, business strategy, enterprise resource planning (ERP), post-implementation success.***

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Applying Network Data Envelopment Analysis Model in Evaluating Efficiency of Power Transmission Sector in Iran Electricity Industry

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Abstract: Among strategic and infrastructure industries in each country, the electricity industry is the most important and critical one, which due to its capital-intensive and costly nature is considered as a unique industry. Hence, increasing efficiency and productivity in this industry is very important. Since process of power transmission in Iran electricity industry carries out by regional electricity companies, this research has been done with purpose of investigating and evaluating mentioned company's efficiency, by using nonparametric data envelopment analysis (DEA) method. Due to weakness of conventional and classical DEA models, in this research, network models have been used to evaluate efficiency of Iran regional electricity companies, and efficiency of companies' internal units has been examined, too. The present study is an applied research. To analyze the efficiency, necessary information has been extracted from the performance of listed companies in statistical yearbook of Iran electricity industry in the year of 2011, and research data has been analyzed by GAMS software. The results indicate that regional electricity companies in Isfahan, Zanjan and Kerman during all stages of their activities. The results of this study indicate that there are significant differences between classical approaches and network DEA in determining efficiency of regional electricity companies, and to more careful analyzing companies, applying network models is necessary.

Keywords: ***efficiency, Iran electricity industry, network data envelopment analysis, performance evaluation, regional electricity company.***

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Identify and Ranking the Affecting Factors in Align Business Strategy and Human Resource Management Practices with Blue Ocean Approach and Electric Technique

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Abstract: In this study, after reviewing the theoretical studies and researches, a conceptual framework was developed. A questionnaire containing 28 questions which designed and distributed within the samples that have been selected by judgment sampling, data obtained from test analysis using exploratory factor analysis, t-test and electric techniques. The results showed that the most important effective indicators respectively have been managerial factors, factors related to employee, organizational context, position of the curve of life, the environment and the environmental factors.

Keywords: ***align, Blue Ocean, business strategy, electric techniques, human resources practices.***

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Ranking of Decision Making Units by Using of Super Efficiency Non-Radial Model

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Abstract: Data Envelopment Analysis (DEA) is one of the scientific method that computes the efficiency by using a powerful mathematics basic. Data Envelopment Analysis is a non-parametric technique to evaluate the efficiency of a set of decision making units (DMU) with multi inputs and outputs. Since DEA's models classifies decision making units into two categories of efficient and inefficient, the most of the decision makers are seeking a full ranking DMUs. In this paper, we will extend a model for ranking of efficient units in DEA. So, first we propose two new nonlinear models which one can compute the efficiency by first model and rank the efficient DMUs by second one. These models have a feasible solution always and at least we will compare models of this paper with the others ranking models by some numerical examples and results have confirm the model performance.

Keywords: ***data envelopment analysis, non-radial models SAR, ranking, super efficiency.***

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Proposing an Integrative Approach of Kano Model and Taguchi Design of Experiments Based on Kansei Engineering to Product Design According to Customer Needs in the Automotive Industry

Arash Shahin [1], Hosein Vaez Shahrestani [2], Elham Bagheri Iraj [3]

Abstract: The aim of this research is to propose a new approach of Kansei Engineering, Kano model and Taguchi Design of Experiments to identify, categorize and prioritize customers' emotional needs (Kansei) in the automotive industry in order to more customer satisfaction. To achieve the above aim, first customers' Kansei words identified and screened. Then these words classified based on Kano model. In the next step, by the use of Taguchi Design of Experiments, optimal levels of the attractive features obtained from the Kano model have been determined and these features have been prioritized. In order to assess the validity and effectiveness of the proposed approach, a case study has been done in the automotive industry and in one of the Iran Khodro's representative in Isfahan. In case study, from 38 identified Kansei words, seven words are attractive needs and in next step be identified that from seven attractive needs, five needs are in highly attractive category and two needs are in attractive category.

Keywords: ***automotive industry, Kano Model, Kansei engineering, Taguchi Design of Experiments***

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A New Dynamic Model for Knowledge Management (Case Study: A Transportation Company)

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Abstract: Nowadays, knowledge of organizations is the most important assets. The importance of this intellectual property is very mush since the organizations' executive success without the management and proper use of this valuable resource is difficult and sometimes impossible. So, the only way to survive in the current competitive situations is to implement appropriate knowledge management system and institutionalize it. In this research, a knowledge management model using system dynamics approach is presented and implied in transportation, as a case study. The reasons for the distance between the desired state of knowledge management in the company and its current state has been extracted and analyzed by the presented model. In fact, it has been tried to denote the effective factors to make this distance and evaluate the operational leverages for its removal, by using presented dynamic model. The results show that changes in values of these factors will enhance the organization's level of knowledge base and it will be more closed to desired state.

Keywords: ***building stones of knowledge management, knowledge management, simulation, system dynamics.***

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Presenting H3SE Excellence Model to Sustainable Excellence of Petro Chemical Co.

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Abstract: Occupational health and safety systems have a unique role in sustainable development of Hazardous Industries. The aim of this research is investigating and assessing of H3SE performance Excellence systems. To achieve mentioned goal by qualitative approach and multi grounded theory tools H3SE excellence model was described. Mentioned tools contain two qualitative research methods (Meta synthesis and grounded theory). The first step was a systematic literature review and assessment tools (diffused explicit knowledge). Then, second part was focused on contingent factor of problem (implicit knowledge). Research finding reveal that safety performance system has evolutional trend, and involve environmental, social, security issues. In summary process, leadership, soci-environmental result and employee result are the most important criteria. It should be noted some differences among twelve criteria (especially process orientation, leadership and key performance indicators) in Grounded theory and Meta synthesis were observed. The main challenge of H3SE managers is coordinating H3SE subsystems. Since performance measurement systems have a quantative nature, it is necessary to yield mentioned approach to validating model, criteria's weighting and assess causal relationship among criteria.

Keywords: ***assessment, H3SE Excellence, multi grounded theory, occupational health and ergonomic management, safety and security management, social and environmental impact.***

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Non-dominated Sorting Genetic Algorithm to Integrated Model for R&D Members Selection

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Abstract: Major performance criteria in R&D based organization is successful projects. Selection of appropriate members can be a most effect on the projects achievement. But as the selection of R&D special members lead to decrease of risk, repetitive participation of this people in the same project lead to knowledge concentration and achieve organization with series risks. Therefore, attendance to knowledge and quality project angles is important to selection of R&D teams members. In this study, we developed a model based on non-dominated sorting genetic algorithm.

Keywords: ***knowledge management, member selection, multi-objective decision making, non-dominated sorting genetic algorithm, research and development team.***

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Two level Supply Chain Coordination by using an Insurance Contract under Returning Goods from Customer and Two Periodic Demand

Shahrokh Hematyar [1], Kamal Chaharsooghi [2], Isa Nakhai Kamalabadi [3]

Abstract: One effective method for improving the performance of supply chain is making coordination among members of supply chain. This paper studies the subject of coordination of supply chain by using an insurance contract. The supply chain consists of one-manufacturer and one-retailer that the retailer is faced with potential demand and returning of goods from customer. Acceptance of goods returned is a common characteristic of existing competitive market and influences the subject of coordination. In this paper contractual parameters and sale price of goods of manufacturer are determined to achieve a full coordination and win-win condition for both members of supply chain. We compare this contract with revenue sharing contract. The results of research show that for any revenue sharing contract one insurance contract can be defined and in case of selecting contractual parameters properly the manufacturers expected profit with insurance contract is improved in relation to revenue sharing contract.

Keywords: ***insurance contract, returning goods, supply chain coordination, two-periodic***

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