

Introducing an Entrepreneurial Supply Chain Conceptual Model with Emphasis on Technology in Dairy Industry: Fuzzy Delphi Approach

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ABSTRACT

Due to the involvement of several companies in joint activity, the supply chain is an appropriate object for entrepreneurship. Considering the development of entrepreneurship in the supply chain, it is necessary to provide a conceptual model of the supply chain. In this research, the effective components on the entrepreneurial supply chain are identified and the integrated model of the entrepreneurial supply chain is presented. In terms of the purpose and in terms of data collection, it is qualitative in terms of data collection and in order to collect data from a closed questionnaire and semi - structured interview. Statistical sample of this study consists of ۱۰ experts from university professors, experts and managers of the selected department of dairy industries in Golestan province. In order to analyze data from content analysis and fuzzy Delphi method. Due to the results, trading partners, business partners, uncertainties in demand, change management components, market share growth and productivity dimensions, cloud computing, cloud share growth, macroeconomic dimensions were selected via an average of thresholds among components. According to the findings, special attention to customers, the use of appropriate technology and the use of macroeconomic data in the supply chain leads to the growth and development of the supply chain of dairy industries.

Keyword: Fuzzy Delphi, Entrepreneurial Supply Chain, Dairy Industries, Technology.

Objectives

Competitive environment, most of the companies have special attention to supply chain management as a strategic and powerful core to reach the competitive edge and competitive advantages. Therefore, the dairy industry needs to change throughout the supply chain, in addition to the effectiveness of the cost of environmental and environmental sustainability. The experts believe that this industry needs innovation to achieve sustainable stability. Supply chain management in order to minimize cost and benefit from products and services, producers, wholesalers and retailers are suitable for efficient generation with suitable distribution of time and space. In this regard, the ongoing development of information technology and the internet has resulted in changes in business processes and chain management. So that the design of the business process is based on the needs of customers and companies that include design, analysis and process optimization of processes. since neither internal and external studies have been involved in identifying the components of the entrepreneurial supply chain, the purpose of this study is to identify the components and present a conceptual model of the supply chain in dairy industries in order to provide an accurate model for growth of market share and increase the value added to managers of dairy industries and especially start - ups in this area.

Methodology

The present study is applicable in terms of practical purpose and in terms of data collection is qualitative. Data collection tools were interviews conducted in two stages: in the first stage, given that there was no theoretical and theoretical guide in the field of entrepreneurial supply chain. In order to identify and identify components by random purposive sampling method and considering the theoretical saturation index, 15 semi - structured interviews were conducted with selected company experts in the field of dairy industries. After conducting interviews, using content analysis method during open coding, axial and selective coding was identified using Atlas-Ti tools and dimensions of the entrepreneurial supply chain model. In order to identify the components of the entrepreneurial supply chain from coding and finally, the model that was characterized by their collective thinking was formed. The validity and validity of the interview tool was approved by the system design and by using experts' opinions and modifying the required cases from them. in the second stage, according to the identification of the dimensions and dimensions of the research model through interviews with experts and the probability of bias or lack of attention to some components by the experts due to their performance weaknesses, we used a fuzzy Delphi method to ensure accuracy, accuracy, usability and integrity of the model and to meet potential biases from the fuzzy Delphi method. Therefore, by using a systematic method and hierarchical framework, the opinions of experts using questionnaire were derived from the questionnaire, which was based on the method of content analysis; and by relying on feedback and the identification of the rational number of elements in order to provide the model of the entrepreneurial supply chain

Result and discussion

Therefore, by using a systematic method and hierarchical framework, the opinions of experts using questionnaire were derived from the questionnaire, which was based on the method of content analysis; and by relying on feedback and the identification of the rational number of elements in order to provide the model of the entrepreneurial supply chain.

Conclusion

according to customer component identification, business partners, uncertainty in supply demand from the stimulus dimension, successful businesses are successful with expanding the relationship with customers in order to satisfaction and build long - term relationship with customers using the appropriate technology and developing relationships with competitors especially in international relations. Change management components, appropriate technology, integration in dimension of entrepreneurial supply chain, can be competitive advantage and sustainability in the business environment, and through expertise and experience of the logistics companies and expert consultants for more innovation and speed. Modern technology is the main core of innovation in the entrepreneurial supply chain. Therefore, it is possible to develop and intercept the business and therefore, the process of supplying goods improves. Accurate information can result in extensive visibility of managers and makes it possible for managers to identify and eliminate cost factors. To explain the dimensions of outcome dimension to increase the productivity and satisfaction of employees and service providers must be considered how the service process ability to respond to different demand levels is the ability to adapt the service process to supply the needs of customers based on the speed of accountability. In the next step, the identification and identification of internet components, cloud computing, cloud computing, usage of technology and development of new infrastructures lead to an increase in speed and precision, cost improvement in all sectors of the entrepreneurial supply chain. In this regard, the application of new technologies in the entrepreneurial supply chain increases the flexibility in business processes. In other words, through high technology, customers need to identify and interest customers with the desired taste and finally obtain satisfaction.