

INVESTIGATING THE LINKS BETWEEN SUPPLY CHAIN PERFORMANCE AND CORPORATE CULTURE

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ABSTRACT

Identifying the link between supply chain performance and company culture can aid in scenario prediction and decision-making. Due to the difficulty of empirically addressing its innate subjectivity, this relationship is rarely investigated. Despite the fact that soft computing approaches have the potential to overcome this barrier, they have only been used in this context on a few occasions. The most significant addition is the establishment of a decision-making model that encourages the alignment of organizational culture and supply chain management, thereby internalising culture as a driver for performance improvement efforts. The model can identify critical elements regarding cultural profile and performance.

Keywords: Supply Chain Performance Management, Organizational Culture.

INTRODUCTION

The organisational culture, according to the researchers, has a significant impact on the organization's performance. "A pattern of basic assumptions, invented, discovered, or developed by a given group as it learns to cope with its problems of developed in learning to cope that has worked well enough to be considered valid and, as a result, is to be taught to new members as the correct way to perceive, believe, and feel in relation to those problems," according to the definition of organisational culture (Ali & Gölgeci, 2019).

The growing importance of supply chain in operations management is the primary motivation for establishing a link between organisational culture and supply chain performance. More specifically, it would be beneficial to obtain a better understanding of how levels of organisational culture congruence or deviation between organisations in a supply chain affect supply chain performance (Bhamra et al., 2011; Cheng, 2011).

In the literature, the phrase supply chain is defined in numerous ways. There are no perfect adjectives, however, to describe supply chain performance. As a result, for this study, I used one definition of supply chain and another to define supply chain performance. The supply chain performance can be fully characterised by combining these two definitions. The supply chain is defined as a network of organisations engaging in various processes and activities that produce value in the form of products and services provided to the end consumer through upstream and downstream links.

Many companies are also involved in the supply chain, as we can see. This applies to both the upstream and downstream of the stream. There are three types of supply chains: direct, extended, and ultimate. A direct supply chain consists of a corporation, a supplier, and a customer who are all involved in the upstream or downstream movement of goods, services, funds, and/or information (Sirmon & Lane, 2004; Varnum, 2010).

CONCLUSION

The degree of congruence and deviation across focus companies and key suppliers is directly related to supply chain performance. Two organisations functioning in supply chain congruency, such as a clan-clan culture or a clan-adhocracy culture, produce higher supply chain performance (somewhat congruent). In basic terms, if there is a mismatch in culture type between the focal company and the strategic supplier, the three performance factors will be negatively impacted. Deviance in hierarchy culture has a negative influence on cost factors and innovations, whereas deviance in clan culture has a negative impact on quality performance.

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