

Alper Turan DEVLİ

THE ROLE OF SUPPLY CHAIN IN SMEs AND EVALUATION OF PERFORMANCE: AYDIN APPLICATION

ABSTRACT

Supply Chain process is a process consisting of interrelated sub processes and flowing through from acquisition of raw materials converted into final products to delivery to customer. Effective management of supply chain as a whole affects optimistically firm's performance. Small and Medium Sized Enterprises (SMEs) have an important role due to their flexibility and creative abilities. Today, Supply Chain (SC) and Supply Chain Management (SCM) as strategic tools are able to give opportunities to the SMEs to compete globally. There is no consensus on the effects of SCM on SMEs. In general, studies on SCM have been conducted to consider large enterprises. In this study, effects of SMC on SMEs have been tried to measure by a survey administered on SMEs located at Aydın province in Turkey. The empirical results have indicated that there is no significant relation between Supplier Performance and Supply Chain Practices. On the other hand, Supplier Performance has a significant impact on firm's product quality and operational performance.

KEYWORDS

Supply Chain, SMEs, Aydın