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TITLE: A Research About Supply Chain Management in Production Industry and Awareness Level of SCOR (Supply Chain Operations Reference Model) Model

ABSTRACT

Supply chain management is an integrated management method of material, information and money flow to provide minimum cost within all steps of supply chain process for customers to receive accurate product on accurate time in accurate place with the accurate price. In other words, it is a business strategy for increasing customer satisfaction and enabling competitive advantage by integrating processes which occur in this chain.

Technological developments, globalization and competition refer enterprises to be customer oriented. Every enterprise must have an effective supply chain management in order to enter new markets, increase profit, provide competitive advantage, increase customer satisfaction and decrease costs. Enterprises should follow the latest technology and systems in all consecutive processes from supply of goods and services to production and the last customer. Models developed to that date, has been inadequate in addressing the supply chain as a whole.

SCOR model (reference model of supply chain operations) is developed by Supply Chain Council in 1996 for the first time and it is volunteer to be industry standard which can be applicable by supply chain professionals and minimize the uncertainties that can occur in the supply chain management. The model which is based on naming, measuring and continuously improving all processes within the supply chain, provide enterprises which analyse supply chain as a whole to overcome and generate solving methods to problems that can occur in the process. In this study, the awareness level of SCOR model which is a method for increasing customer satisfaction and enabling competitive advantage by the effective use of supply chain management was investigated by performing a questionnaire to 20 firms that are active in production industry.

Key Words: Supply Chain Management, SCOR Model, Performance Management