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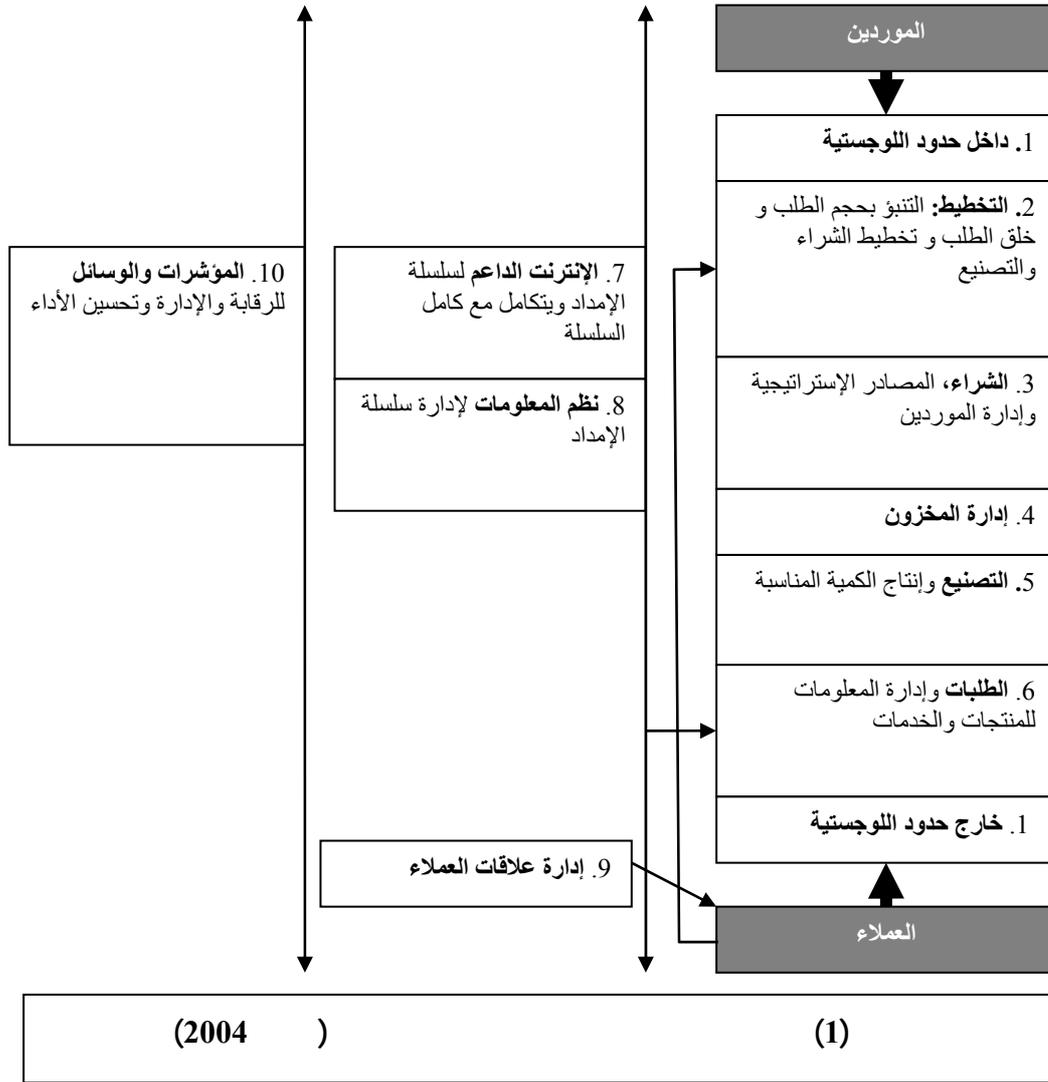:

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الموردين

1. داخل حدود اللوجستية

2. التخطيط: التنبؤ بحجم الطلب و خلق الطلب و تخطيط الشراء والتصنيع

3. الشراء، المصادر الإستراتيجية وإدارة الموردين

4. إدارة **المخزون**

5. التصنيع وإنتاج الكمية المناسبة

6. الطلبات وإدارة المعلومات للمنتجات والخدمات

1. خارج حدود اللوجستية

العملاء

7. الإنترنت الداعم لسلسلة الإمداد ويتكامل مع كامل السلسلة

8. نظم المعلومات لإدارة سلسلة الإمداد

10. المؤشرات والوسائل للرقابة والإدارة وتحسين الأداء

9. إدارة علاقات العملاء

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.... *http://eprints.usq.edu.au/151* 2011

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1985   In-house)   .1
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Ready   Made   )   .2
.(2010, Kinaxis)   (Applications

(2010 Poonam)

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% 20		1
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% 5		10
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Eeporion (2009)

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Poonam (2010)

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(Gullen and Taylor, 2009)   .

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Kinaxis (2010)

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.   (Jafari et al, 2006)

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(1418)   (Soin, 2004)

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(2010 Poonam)   (23)

(2010, Kinaxis)   :

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(4

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ويوضح الشكل رقم (2) مخطط الدراسة والمتغيرات   ( )
المستقلة وتأثيرها في المتغير التابع كما يلي :   (   )   ( )
(   )

المتغير التابع		المتغير المستقل
	فعالية تطبيق برنامج إدارة سلسلة الإمداد	دعم الإدارة العليا
		وضوح الإستراتيجية
رضا المستفيد		حسن اختيار البرنامج
	فعالية برنامج إدارة سلسلة التوريد	مشاركة المستفيدين

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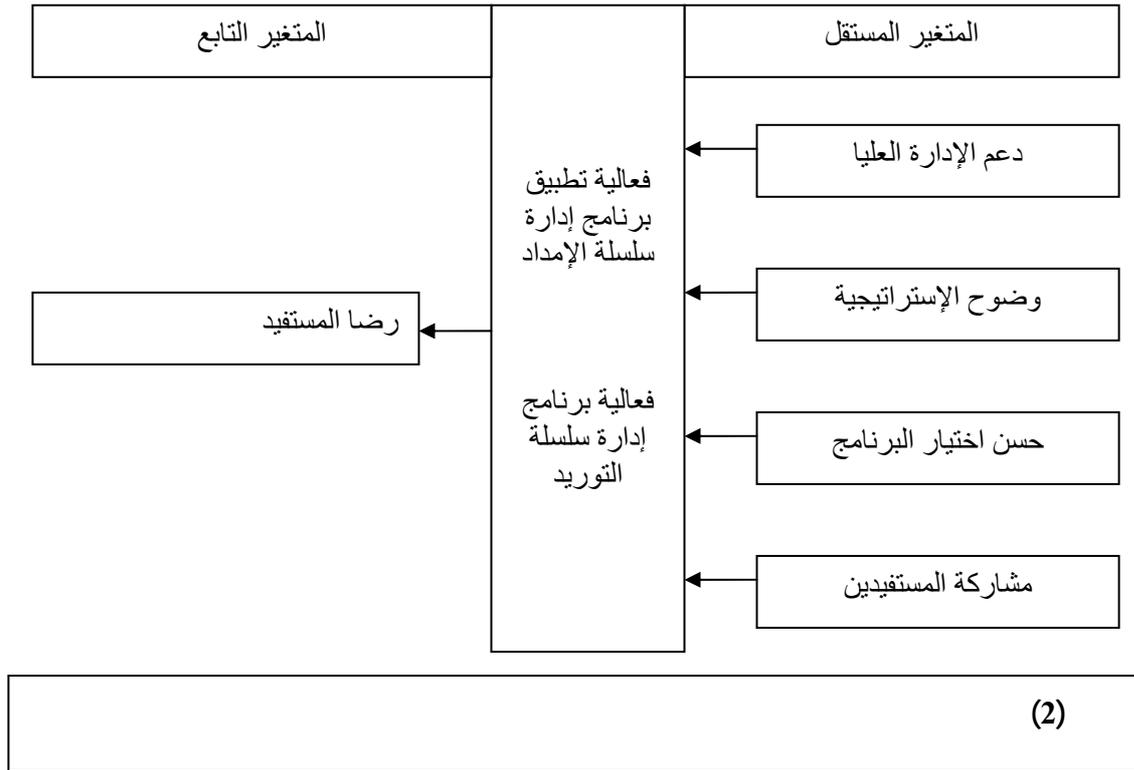
(2007:

$= / [(-1) \quad ^2] + 1$

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%5.5

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$= 1+ [0.003025(1-3800)]/3800$

$=304$

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(183)

(61%)   .

(SPSS)

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Pearson Correlation   ●
Coefficient

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0.987

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0.978

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0.992

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(1)   82.5 %

1000   %11.5   50-

1000   6 %   50

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6.0	11	50
11.5	21	50 -1000
82.5	151	1000
100.0	183	

(2) 65.0 %   4.4 % .
30.6 %

:(2)		
65.0	119	
30.6	56	/
4.4	8	
100.0	183	

(3) 65 %   8.7 % .
/   26.1 %

:(3)		
26.2	48	
65.0	119	/
8.7	16	
100.0	183	

(4) 49.7%   .
50,3%

:(4)		
49.7	91	
50.3	92	
100.0	183	

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1	16.2	0.67	4.15		1
2	16.5	0.68	4.13		2
3	20.1	0.80	3.97		3
5	21.2	0.83	3.94		4
4	20.8	0.84	4.02		5
	18.9	0.76	4.04		

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1	14.8	0.60	4.03	
2	17.1	0.66	3.89	
4	20.8	0.83	3.98	
3	18.4	0.73	3.95	
	17.8	0.70	3.97	

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(7)   (3.97)

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(7): :

					1
1	18.5	0.73	3.93		1
3	19.7	0.78	3.97		2
2	19.7	0.79	3.99		3
4	20.1	0.80	3.98		4
	19.5	0.78	3.97		

(8)   .   .

(4.07)   (8)

.(software)   (software)

:(8)	:				
(software)					
4	19.3	0.77	4.01		1
2	18.8	0.77	4.11		2
3	19.1	0.77	4.03		3
5	19.5	0.80	4.08	Online	4
1	18.4	0.75	4.07		5
	18.9	0.77	4.07		

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(9)   .   (9)

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:(9)	:				
2	16.3	0.66	4.02		1

1	15.9	0.67	4.21		2
3	18.1	0.74	4.11		3
4	18.5	0.78	4.19		4
5	20	0.83	4.13		5
	18.1	0.75	4.16		

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(10):			
0.036	0.157*		1
0.039	0.154*		2
0.003	0.220**		3
0.000	0.316**		4
0.022	0.170*		5

0.01 ** 0.05 *

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0.05   0.170   0.157

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0.000	0.384**		1
0.000	0.413**		2
0.000	0.514**		3
0.000	0.458**		4

0.01   **

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:(13)		
		(Software)
0.000	0.436**	1
0.000	0.524**	2
0.000	0.425**	3
0.000	0.501**	Online	4
0.000	0.445**	5

** 0.01

(13)   :   0.501   0.01

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0.000	0.287**		1
0.000	0.295**		2
0.000	0.366**		3
0.000	0.338**		4

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Success Factors for Implementing SCM and their Relations to Customer Satisfaction in Saudi Government organizations.

Suleiman Al-Hadeef

ABSTRACT

Recently, many government organizations started to implement Supply Chain Management (SCM) systems for increasing efficiency and effectiveness of supply tasks and activities as well as improving performance. For this reason, this study investigates factors that effect success of SCM implementation in government organizations in Saudi Arabia. This study focuses on the relationship between these factors and customer satisfaction as one of the essential success indicator of SCM implementation. A questionnaire was designed and distributed to collect data from targeted organizations. After conducting a suitable statistical analysis, the result of this study indicates to a positive relationship between user satisfaction and the following variables; top management commitment, having corporate strategy, system selection, and user participation as the most important factors that affect the success of SCM implementation. This study ended up with the following recommendations: importance of preparation for implementing SCM in government organizations before launching such projects, developing a suitable and determent strategy for SCM implementation, involving SCM users to participate on implementing these projects, and exchanging experience with other government bodies that have similar projects.

KEYWORDS: Supply Chain Management (SCM), Customer Satisfaction, Top Management Support, Success Factors .

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Suleiman Al-Hadeef, Faculty of Business, King Suood University.