عنوان فارسی مقاله:
یک مدل ترتیبی فازی برای تحقق برنامه ریزی راهبردی در شرکت های تولیدی

عنوان انگلیسی مقاله:
A fuzzy sequential model for realization of strategic planning in manufacturing firms

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
5. Conclusions

In today’s competitive world, many SMEs are facing lack of resources such as time, money and workforce. While it has already been a crucial problem for SMEs to make long term goals and make strategic decisions, they suffer more when it comes to allocating necessary resources for the realization of strategic plans. In this study we built a sequential model consisting of different methodologies to relax this problem. This sequential model includes four steps which are; determining OIAs, determining the root cause, developing action plans for each root cause and determining priorities of OIAs.

The proposed model had been applied in a local manufacturing SME. First we made a SWOT analysis to determine OIAs. Starting from this point of view, we tried to find out what the root causes of the OIAs are with RCA. Subsequently we matched each root cause to an action plan according to modified Bolden’s taxonomy. We believe social impact is an unignorable aspect that is why we added fifth row to the Bolden’s taxonomy.

Conclusions