

A multi-criteria decision making model to locate the hub ports

(case study: the maritime industry of Iran)

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Abstract

Hub location problem is one of the most popular issues in communications, truck transportation, air transportation, and in particular, in marine transport in recent years. The main focus of this article is on selecting and ranking the ports that suitable to be considered as a hub for container ports. A shipping carrier not only calculates transport distances and operation costs, but also evaluates some qualitative conditions for existing hub locations and then selects an optimal container transshipment hub location in the region. Many qualitative and quantitative criteria involved in the selection of the most appropriate port as a hub. In this paper, two Multiple Criteria Decision Making (MCDM) models are applied to evaluate and select hub port in the shipping industry. Finally, the performance of each presented MCDM technique has been studied in ports of south of Iran including: Bandar Abbas, Imam, Bushehr, Khorramshahr, Chabahar and Assaluyeh Ports and finally the results of the techniques are evaluated.

Keywords: Analytic Hierarchy Process (AHP), Multi-criteria Decision Making (MCDM), Port location

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Developing a Framework for Drawing a Strategy Map by Using the Combination of SWOT, QSPM and DEMATEL Methods

(Case Study of Nasb Niroo Company)

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Abstract

The aim of this research is to develop a combined framework to determine strategy map for companies. In this paper the framework is applied to determine the map strategy of Nasb Niroo Company which is one of the sub-organizations under the Mapna holding group. Nowadays, managers believe that human resources are the main capital of organizations. Nasb Niroo Company aims to use this capital and select best strategies for its objectives. This research focuses on assessing the internal and external factors of the company and selecting the best strategies. After selecting the best strategies, the strategy map of company is developed using balanced scorecard method. This strategy map can help managers to understand the company's strategies and their implementation. Finally, the relationships in the strategy map have been evaluated by DEMATEL method. The most influencing and influenced factors are high quality of work and the growth of company's profit, respectively.

Keywords: Strategic Planning, DEMATEL Method, Nasb Niroo Company, Balanced Scorecard, Strategy Map

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the evaluation of influencing factors of electronic customer relationship management adoption in e-commerce

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Abstract

The concept of electronic customer relationship management (e-CRM) is among the most important subjects under discussion in academia and commercial environments. The decision on e-CRM adoption must be made based on different factors. These influential factors have different importance level. In this paper, we studied the effects of factors for e-CRM adoption in e-commerce. To this end, we identified and examined various factors that can be effective for implementing e-CRM in companies operating in the field of electronic commerce and proposed a conceptual model for the adoption of e-CRM by extracting some categories of effective components. Using three major components and a number of independent variables, this model evaluated their impact on dependent variables' "adoption" as the target component. The conceptual model was presented for adoption using structural equation modeling (SEM). Furthermore, these factors were prioritized by fuzzy analytic network process (FANP) method. The consistency of the results obtained from these two different analytical techniques ensured that our results were valid and reliable.

Keywords: Electronic Customer Relationship Management (e-CRM), e-Commerce, Influencing Factors.

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Comparing the effect of knowledge management utilization on power and political struggles with the mediator variable of influential groups

(study of educational department of East Azerbaijan Province)

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Abstract

This research was conducted in the Educational Department of East Azerbaijan province in Iran and aimed at examining the effect of knowledge management on power struggles. This applied study adopted a descriptive-survey design. The statistical population of this study contains all of the 1750 educational departments' managers, supervisors and employees in East Azerbaijan province and multiple educational districts in Tabriz. The stratified statistical sample of this study was selected by the category sampling method. Using the Cochran's formula 380 individuals were randomly selected as the final sample of the study. The required data was collected by a questionnaire and the Amos software was employed to analyze the data. Pearson correlation coefficient was utilized to test the hypothesis and path analysis was utilized for the model testing and assessing direct and indirect effect of the variables. The results indicate that knowledge management affects all aspects of power in the organization. The study also revealed that out of the aspects of power, the Removable Power Resource has the highest factor loadings (factor analysis) and Reduction of Political Appointees has the lowest correlation coefficient. Knowledge aspects were found to have a direct effect of 0/44 and an indirect effect of 0/57 on a power conflict through influential groups.

Key words: knowledge management, power conflicts, influential groups, power aspects.

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Pathology of marketing program of the Export Development Bank of Iran using three-ramification model

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Abstract

On the one hand, the presence of Iran as an observer in WTO, and on the other hand the development of private banks, cause the Iranian banks encounter a much more competitive environment. Survival in such situations requires specific mechanism, tools and strategies. Marketing plan can be considered as a tool to achieve a sustainable competitive advantage. In this research, three-ramification model including structural, environmental, and behavioral aspects is used for investigating the pathology of marketing program of Export Development Bank of Iran. In this regard, a questionnaire based on three-ramification model is provided and its validity and stability are evaluated using experts and Cronbach's alpha, respectively. The results show that none of the structural, environmental, and behavioral aspects are in a suitable condition.

Keywords: Marketing, Pathology, Three-ramification model, the export development bank of Iran

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Presenting a Model for Robot evaluation and Ranking by Grey MuLTIMOORA

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Abstract

Due to proliferation of Robot brands and models and various contributing criteria in their evaluation, making a powerful model to Robots evaluation and ranking is necessary. This research tries to find key contributing factors in Robots evaluation and present an efficient model for robot selection. To achieve such goal, firstly, main robot performance criteria identified by experts. Next criteria weights were calculated by Grey Entropy method.. In addition 5 popular Robot in Irankhodro automotive company were selected. Sellers' training and quality of services are the main important criteria and precision and degree of freedom are least important criteria. Ultimately, by synthesizing three Grey MOORA approaches, the final ranking is KOKA, ABB, Motoman, Fanuc and Hyundai .

Keywords: Grey MOORA, Industrial Robot, MULTIMOORA

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