



## Presenting the Model of Supply Chain Quality Management by Using Fuzzy Cognitive Map Approach

Paria Karami<sup>a</sup>, Seyyed Javad Iranban<sup>b</sup>

<sup>a</sup> Master Student of Industrial Management, Department of Management, Yasuj Branch, Islamic Azad University, Yasuj, Iran

<sup>b</sup> Department of Management, Shiraz Branch, Islamic Azad University, Shiraz, Iran.

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### Abstract

Recently researchers introduce and expand a concept as supply Chain Quality Management (SCQM). They point out to this concept as the final Step of stream toward Total Quality Management (TQM) through which Companies will be able to increase the operation of supply chain and final products quality simultaneously by effective and efficient integration of two management philosophy concepts total quality management (TQM) and Supply chain management (SCM) as well as creating synergistic inclusion of the aforementioned three Competitive factors, increasing supply chain operation and the quality of delivery products to customers by gaining this competition features. Current research aims to present supply chain quality management model based upon fuzzy cognitive maps. The statistical populations this study is comprised of 11 expertise of food and beverage companies in Shiraz. By applying the technique of fuzzy cognitive maps, Supply chain quality management model was presented.

**Keywords:** : Supply chain management – fuzzy cognitive maps – supply chain quality management

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