Research Article

Study on effect of supply chain management on satisfaction of Sam Service after sales service agencies in Fars Province

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ARTICLE INFO

ABSTRACT

High rate and acceleration of changes in various aspects make managers to improve internal processes of organizations to survive in a world which is increasingly becoming more competing. Accordingly, one of the policies which are considered is the policy of supply change management. In this study, quality of supply change management which has various aspects such as communication and connections, cooperation, commitment, dependency, conformity and trust is considered as one of the most important aspects of supply change management. Also customer satisfactory which is considered as one of the most important aspects of assessment and evaluation of quality has been studied in this study as the dependent variable. This research has been studied the effect of supply chain management on the after sales service agencies and branches in Sam Service of Fars Province. The descriptive and applied method has been carried out in this study. We use questionnaire for collecting data and also perform a enumeration and then used SPSS and Lisrel software for analyzing data related to 60 agencies and branches which had answered to the questions. Results show that all aspects of supply chain management (communication, cooperation, trust, conformity, commitment and dependency) have a direct relationship with agencies satisfaction.

Introduction

Today customers expectation is increasingly changing due to the competition between various companies in different aspects, so then improving customer satisfaction and service level and also developing a much more customer oriented program are needed more than ever. In another hand, customer don't desire to pay a bit for in return of these extra sources and whereas expect to see a depression in the price. So then, traditional approaches in supply chain management cannot meet the needs of the expectations. In recent years, a lot of changes have occurred in active organizations in business. As globalization and also increasing competition in the market and the new economic conditions, organizations should first move on toward the existing changes and development. After a while organizations found out that, for achieving success in the market, not only they need to be quick but also their suppliers and also distribution network should have good and proper flexibility. The whole point of this approach will lead form the concept "supply chain management" in recent years. With appearing advanced technology in electronic industry, using these electronic approaches for moving toward the goals of "supply chain management" has drawn a lot of attention by industries managers and also these tools and means showed their power and strength in integrating the supply chain and reducing costs, increasing delivery times to customers and also presenting useful information. To integrate the supply chain we need a precise and fast information transformation between components of supply chain. Organizing information activities and planning would lead to cost reduction, values improvement and presenting planning and programming comprehensive system (1). Managers of supply chain should maintain organization relations with other business partners and reform them in various aspects such as mutual trust, commitment and capability of business parties. Solving the problems of supply chain organizations need a higher level of cooperation, mutual decision making, better and higher in level information sharing. In this case managers should assure that, their business party do his best for the chain.(2).according to the Lod-

don opinion, supply chain include all activities related to goods flow and materials conversion, from materials and goods production to the goods delivery. Accordingly, supply chain focus on integrating all the activities of the supply chain using improvement the chain relation for achieving a competing reliable and permanent advantage (3).

The main question of this research is that due to wide and broad range and domain of defining relations between suppliers, is it possible to consider relations aspects and dimensions including six dimensions such as communication, cooperation, commitment, trust, conformity and dependency and what is its effect on customers satisfaction.

Review literature
Supply chain management

Supply chain is a chain which involves all activities related to the goods procedure, from preparing raw materials to goods delivery stage. In another words, it is a system in which the upper head members make a relation with the others through retailers and eventually connect to the customer. In this structure main goal of supply chain management, in managing whole the network- from the manufacturer to the last rings of the chain which is consumer- to achieve the best possible output. So then, the SCM has the capability to manage separate organizations in a integrated manner to increase regulation and cooperation level in internal organizational and also in a level beyond the organizations, so then, making connections and outer organizational are the most important aspects of that. In marketing relations point of view, it has been shown that, conformity of suppliers and buyers needs, cooperation, trust(4) and dependency and commitment (5) are the determinant factors in understood level of customers satisfaction.

Communications

Communications of message transfer procedure from the sender to the receiver in terms existing an equivalence in meaning. Communications is a process in which the meaning between living creatures is defined and shared. Communications need a message, sender and a receiver, although there is no need for receiver to be in or be informed of the main intention of the sender. Sop communication can occur in a wide and broad range of place and distance. So, it is important top have a successful communication (6). There are three aspects of communicative behavior which so much important in communications: communication quality, the form of the shared information and the range in which both parties are involved in(7). Efficient communications have a positive effect on supply chain success, so then; successful relations are the base and foundations of applicable and efficient communication and are so much necessary for partners involved in a supply chain organization (8).

Cooperation

Cooperation refers to the conditions in which companies work to achieve reciprocal goals (9). Cooperation includes cooperation in issues such as product quality, design process, data analyzing systems and also values analyze (10). People found out that in cooperation their goals are in fact positive effect, that is why, when someone move to achieve a goal and purpose, others also move to theirs. They have found out that, achieving purpose would help others to achieve theirs. When

someone success, the others also do, and they would appreciate for that (11).

Commitment

It refer to clear and implicit commitment about relations maintenance between deal partners (12). Commitment has studied many times in various aspects and with different literatures. Companies believe that, other companies perform operative actions in direction to approach positive effects and results, while, some unexpected actions can cause negative results which can remove trust and commitment (13). Commitment refer to partners intention to trying to achieve a good relation and also companies future purpose and approaches and suggest that, can try so hard to achieve stable and maintenance relations(14).

Trust

Effective supply chain management, based on forming a virtual organization which involve various entities which are supplement of each other and also achieving mutual goals. To assure the success in mutual unity, a good and high level of trust and commitment should be defined between various parts of supply chain organizations. Trust is in fact present the stability and maintenance between parties in exchange of certain commitment and ignoring independent profit-seeking behaviors, while, commitment through partners sacrifice reflects in maintenance their relationship in supply chain management (15). Trust has been defined in a way that, company's trust to another company which has performed certain operations would have positive effects for that former company and also unexpected actions would have negative effects for the company. In assumption of relation develop in both directions; trust level would also grow between both partners (16).

Conformity

Conformity often is mutual and reciprocal in nature. Suppliers conform themselves with special and certain needs of the customers and customers also do the same and conform themselves (17). Conformity is important in a few aspects. First they can present a significant amount of investment by one or both partners of the contract. Secondly, it may be so much important for business; thirdly, investment cannot be moved to other relations of chain. Conformity can have important results on long-term activities, because they enhance qualification and supplier and customer specific (18). According to the Williamson opinion (1981), property characteristic is an important aspect of the deal, cause one deal is carried once and the buyer and the seller act effectively in a mutual contract and conditions for a specific period of time after that. Conformity also mention amount of investment which seller and the buyer perform in their relations (19). Conformity is another expression of long term conditions cause: first, partner's conformity show that one or both partners of the contract have invested a significant amount to form a certain relation. Second, investing in special properties create a significant influence in business related to the supply chain management and also would limit the partner and customer select for the companies. That is why conformity can increase the cooperation and interrelation between parts and sections (20). It is defined that, conformity include product, design process, values analyze, target costs and

quality control and also delivery systems. Although, there is a quantitative cognition about the procedure of conformity or a motivation for conformity, but, it has been mentioned that conformity level is considered as one of the main and fundamental criteria for evaluating a relation.

Dependency

Dependency mentions and refers to the companies need for approaching to certain and specified goals (21). Dependency in companies to three factors: a percentage of the business which is performed by company **A** in relation with company **B**. second the commitment of company A to the B in recent marketing strategies. If both companies want to end their relations, they would have a hard and significant challenge to overcome problems (22). In reciprocal and mutual relation both sides of the deal may depend to each other (23). So then, reciprocal dependency would exist whenever one agent do not have control over all conditions and circumstances which are necessary to achieve a specific goal (24). In general experimental evidences prove the importance of this matter which dependency is one the most important aspects of effective supply chain relations.

Customer satisfaction

This satisfaction is defined as the feeling and intention of the customer during buying procedure and after sale services to the bought product. Today, evaluating customer satisfaction is of wide and great importance. It is a feeling and we should turn it to a quantitative criteria, so that, could evaluate and then improve that. Customer satisfaction benchmark models are some of the important approaches for doing so, customer satisfaction is a result of customer understanding during the procedures of buying or a valuable relation so that, price is equal with relative service quality. In business environments and conditions, customer is an active and affecting member of the supply chain management.

Sam Service Company
Introduction

This company registered on 1380.08.22 with the purpose of service presenting after sales services including home appliances services and also granting agencies which is related to the company.

Mission operation of the Sam Service Company

Presenting after sale services for Samsung groups under warranty of Sam Service include:
Home Appliances: Side by side refrigerator , washing machines , wash dishing . vacuum cleaner and microwaves.
Audio Video products: all types of television including LCD, LED, TV and Plasma televisions and home cinemas , all types of photographing cameras, mobile and tablets
Air conditioners preparation products: coolers and air conditioners

Information Technologies:

Monitor, printers, smart displays and monitors, tuners

Policies

This company is tried to approach supply, satisfaction improvement, and also increasing loyalty of Samsung customers. This company has an approach of frequent improvement in activities and process, and has selected quality management based on the ISO9001/2008 standard and has a lot of purposes and policies to achieve whole and general approaches.

Sam Service Company in the way of achieving superior services based on customer-oriented approaches an also regarding corresponding needs and in general requirement placed following issues at the head of his activities and pattern

-Using all possible equipment and human resources with the most fast rate and highest quality and satisfaction do its job in providing services.

-Upgrading qualitative lee and human resources of various sections and parts using training needed skills and also provision on the educative section

-Upgrading the qualitative level of the working space and creating a happy and fresh environment for the personnel to try in achieving highest possible success and organizations expectations.

-Optimal use of organization resources including human resources, equipment, systems and etc.

Technical and engineering section:

This section the following sections
-Reception/: performing all activities related to the registration and sending systems and devices to the customer
-TV technical section
-Audio-video technical section for products such as tablet, mobile phones, camera, home theater, DVD
-Cooler technical section
-Monitor technical section
All activities related to the customer's devices which has appointed in person and also resolving technical problems in agencies are performed din this section.
Technical support: information related to the Service Manual, PLL and home appliances technical supports

VIP:
Presenting services for TV installation
-Presenting installation services by certain skilled teams
-Software technical support for the TV
-Presenting RM service
-Inviting customers in ceremonies and galleries,…
-Performing certain provision for presenting service to the VIP customers.

Agencies issues

Sam Service Company with more than 800 agencies all over the country, meanwhile presenting services and aforementioned issues would have the following responsibilities:
Handling all issues related to the agencies including agency infractions and even sometimes discarding the agency
Handling applications for getting agency

This section also include following sections:
-Video-audio products agencies issues
-Home appliances agencies issues
-Cooler agencies issues
-Office machinery agencies issues (printers, fax and mobile)
-Assessment

Customer satisfaction

-Handling complaints related to the after sale services
-Handling complaints of in person customers
-Handling complaints of phone customers

Call contact center

This center has established in an approach of achieving a customer-oriented structure for a reciprocal relationship. This center always intended to inform customers of the modern issues and customers using the products by using skilled employees and experts. This center also works 24-7 and do is best for providing the highest level of the service in case of Samsung products.

This center is for responding to the customers who has contacted to the Samsung supports center.

The issues which customers often call for are:
-Ask for technical information
-Ask for device installing
-Ask for device repair
-Declaring complaint against agency behavior
-Informing about the lottery and its results
-Ask for agencies information ad products
-Ask for other additional information
-Consistency in applied complaint
-Ask for buying side equipments and decorating stuff
-Information related to the ceremonies, galleries, discounts and campaigns.

Ways of contact for the customers

Contact center in addition to responding to the customers also covers information requirements and can act separately independent of time and place in a 24 hours working per day in a national range provide service to the customers using equipments such as Internet network, phone call, SMS.

Literature review

For doing so internal and international studies have been analyzed, and subjects, purpose and the final result of the study have been presented in brief.

In a research which has performed by the Amir Manian and Mahmood Dehghan Nayerri in 1389with the title of identification affecting factors on supply chain performance in piece making industry and affecting factors on supply chain performance has been studied which has performed using a functional heuristic analysis between 34 affecting criteria on performance of 21 criteria in 6 factors for evaluating supply chain performance in piece making industry are customers, process, cost, flexibility and time and supply chains which have a better performance in 6 factors have a higher performance. Present some criteria and benchmarks for evaluating and customers criteria include how the delivery performed and its quality, rate of goods returns and customer satisfaction.

In another article in 1391 by Kazem Mousavian anf Hassan aliagha integration of a comprehensive quality management and also supply chain management and its effect on casting industry and automobile pieces in Iran have been studied. In conceptual model of the study is in fact the combination of some other conceptual models which have been studied by former researchers. . its statistical society is companies manufacturing automobile pieces by casting. Findings showed that comprehensive quality management approaches and

supply chain management are correlated with each other and each one affect on organizational performance.

In year 2004, also a research with the title of "effect of quality of supply chain relations in quality performance" was performed by Brian Fines, Chris Vess and Sin da buca. This study analyzes the various aspects of suppliers which include: trust, conformity, communications, dependency, commitment and cooperation. Hypothesis of this study also include: 1- supply chain relations quality have a direct relationship with trust, conformity, dependency and cooperation. 2- Supply chain relations quality has a direct relationship with the quality of conformity. 3- supply chain relations quality has a positive effect on customer satisfaction 4- design quality has a positive effect on conformity quality 5- design quality has a positive effect on customer satisfaction. This study is performed by field tests and method to confirm and rejecting mentioned hypothesis and study the sample statistic society in electronic section i8n Ireland and all hypotheses were confirmed except hypothesis number 2.

In a research which has performed by J Cambera and youlanad aPollo in year 2008, the effect of supply chain relations such as: cooperation, communications, conformity and trust on customer satisfaction has been studied whose results include direct relationship of this dimension on the customer satisfaction.

Hypothesis and conceptual models

H1: there is a positive and meaningful relation between supply chain management and agencies satisfaction and also after sales services of Sam Service

H1a: relations between members of Sam Service Company supply chain management of Fars Province.

H1b: cooperation between members of Sam Service supply chain management and also agencies satisfaction of Fars Province Sam Service after sale services.

H1c: commitment between members of supply chain management and also agencies satisfaction.

H1d: trust between members of the supply chain members and after sales services of Sam Service in Fars province.

H1e: conformity between supply chain management of Sam Service Company would lead to satisfactions of after sale services agencies of Sam Service in Fars Province

H1f: dependency between members of Sam Service agencies companies would lead to satisfaction in after sale agencies of Fars Province Sam Service.

Fig 1- The research model
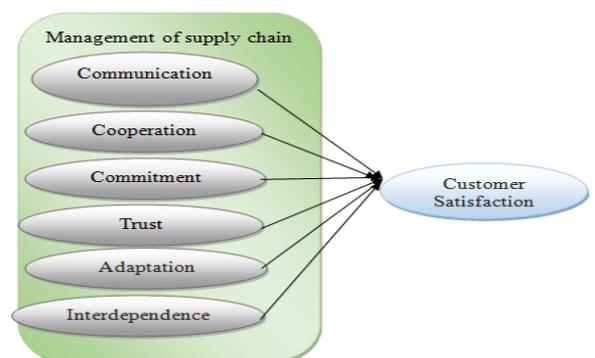
Methods

The present study is descriptive in applied purposes and also in data gathering point of view.

The method of the study is scanning and filed point of view and also SPSS software has been used for analyzing the data. Research variables include: Management of supply chain, communication, cooperation, commitment, trust, conformity, dependency and customer satisfaction

Data gathering tools

One of the most conventional methods in data gathering is field and scanning method. The questionnaire also contain 22 items with a Quintuple Likkert spectrum and range between completely agree and completely disagree.

Table1: questionnaire items

Number of question	
3	communication
4	cooperation
2	commitment
3	trust
3	Adaptation
2	Interdependence
5	Customer Satisfaction

Tools stability and reliability

To study tools accuracy, all procedures related to stability and reliability of the study has been assessed. To study questionnaire reliability first all questions are extracted from reliable sources. Then study the possible problems using a pretest. Then results are given to some of the experts. At lasts a heuristic analysis for determining structural reliability. Table 2 shows the procedures related to the heuristic analysis for the research variables.

Table 2 - The procedures related to the heuristic analysis

	CM3 0.823	CM2 0.827	CM1 0.741	Communication(CM)
CL4 0.756	CL3 0.734	CL2 0.744	CL1 0.126	Cooperation(CL)
		C2 0.798	C1 0.777	Commitment(C)
	T3 0.792	T2 0.714	T1 0.732	Trust(T)
	A3 0.792	A2 0.732	A1 0.775	Adaptation(A)
		I2 0.792	I1 0.733	Interdependence (I)
		S2 0.891	S1 0.857	Customer Satisfaction(S)

According to the presented table, and also according to the Pallant opinion (2009), each variables with a functional loading value less than 0.3 should be discarded. So then, CLI measures were discarded at the first step of the functional analysis. Table 3 shows the results of stage 2 functional analysis.

Table 3 - The results of stage 2 functional analysis.

	CM3 0.823	CM2 0.828	CM1 0.728	Communication(CM)
CL4 0.719	CL3 0.726	CL2 0.718		Cooperation(CL)
		C2 0.755	C1 0.789	Commitment(C)
	T3 0.714	T2 0.719	T1 0.717	Trust(T)
	A3 0.721	A2 0.699	A1 0.729	Adaptation(A)
		I2 0.742	I1 0.713	Interdependence (I)
		S2 0.795	S1 0.788	Customer Satisfaction(S)

Tools stability and steady being was performed using the Alpha- Kronbach which is one of the most conventional tests for multi-variable scales. Table 3 shows the coefficient value for research variables while; table 4 shows the Alpha kronbach values after performing functional analysis and discarding values below the desired threshold. Alphas higher than 0.6 are considered a desirable and acceptable value in determining tools reliability.

Table4- The results determine the reliability research tools

S	I	A	T	C	CL	CM
0.787	0.752	0.756	0.717	0.814	0.896	0.787

Society and sample of the research

In this study the whole statistic society in fact is the after sale services of Sam Service in Fars Province. , accordingly, this company include 60 agencies and branch and according to the limitations applied to the statistic society, the whole society are considered as statistic sample.

Data an analyzing
Research on characteristics of responders
Gender

Table1-4: description of statistic society based on the responder's gender.

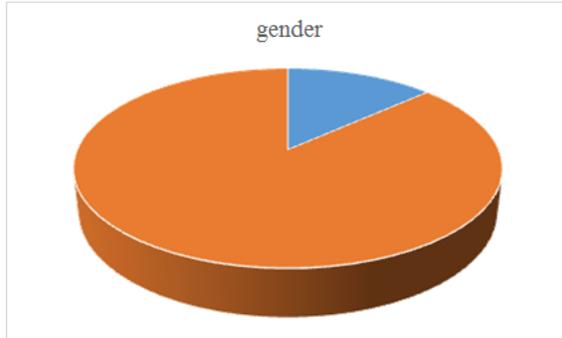| Percent	Abundance	gender
0.13	8	female
0.87	52	man
100	60	sum

Figure1-4: responder's situations in separated genders

According to the table and graph1-4, in this statistic society 52 of 60 managers of Sam Service agencies were selected that include 52 man(87%) and 8 women(13%).

Education

Table5: description of the statistical sample based on education level

Percent	Abundance	Education
0.11	7	diploma
0.20	12	AA degree
0.50	30	bachelors
0.18	11	MA degree
100	60	sum
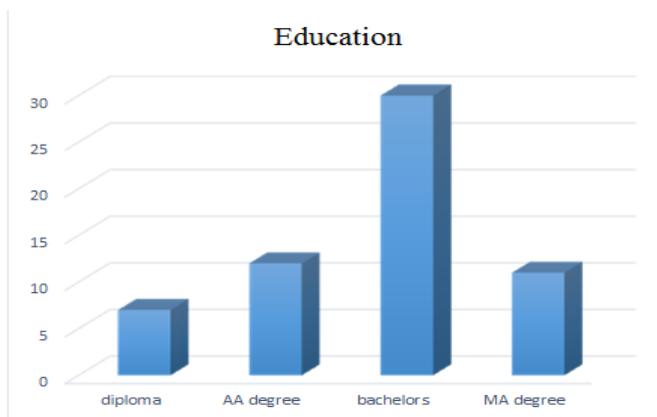
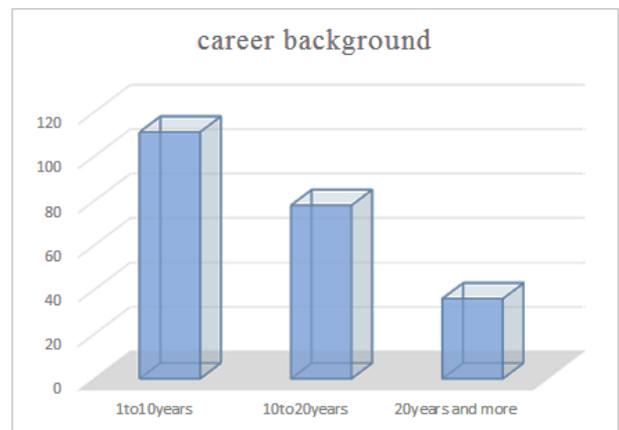**Graph2-4:** responder's situation based on the education level

According to education table and graph, of all responders(60 person), 7 person had diploma, 12 person AA degree, 30 bachelors and 11 had MA degree.

Career background

Description of statistical society based on the career background

Table 3-4-Description of statistical society based on the career background

Percent	Abundance	career background
0.32	19	1 to 5 years
0.28	17	6 to10 years
0.40	24	10 years and more.
100%	60	sum

Graph3-4: Responders situation based on Career background time

According to table and graph 3-4of all responders (60persons), 19 persons were between 1 to 5 years (32%), 17 persons (28%) and 24 persons (40%) 10 years and more.

Tests Hypothesis:

The average and standard deviation of the research variables as presented in table 5

Table5- average and standard deviation

	average	standard deviation
CM	3.9	0.707
CL	3.8	0.860
C	3.7	0.880
T	3.87	0.789
A	3.9	0.897
I	3.87	0.859
S	3.88	0.807

Table5shows path coefficient, standard error and meaningfulness level of the structural equations and graph of

the research procedures. As highlighted in the model, path coefficient, relations between variables and also their meaningfulness have been showed in that. P-values are probable values by which the level of meaningfulness is studied. If its value be higher than 0.05, path and the meaningfulness level is not meaningful and corresponding hypothesis is rejected. Path coefficient and p-values have been shown on the research structural model.

Result	hypothesis	level of meaningfulness	standard error	Path coefficient	Path
+	H_{1a}	p=0.015	0.911	0.516	⇐ Communication customer satisfaction
+	H_{1b}	p=0.021	0.876	0.522	customer ⇐ Cooperation satisfaction
+	H_{1c}	p=0.013	0.918	0.584	customer ⇐ Commitment satisfaction
+	H_{1d}	p=0.016	0.916	0.518	customer ⇐ Trust satisfaction
+	H_{1e}	p=0.018	0.972	0.488	customer ⇐ Adaptation satisfaction
+	H_{1f}	p=0.010	0.919	0.469	⇐ Interdependence customer satisfaction

Table6-Structural equation coefficients and path diagram

Study research hypothesis

To study research hypothesis, path coefficient and the level of meaningfulness have assessed. Probable p-values show the meaningfulness of the path coefficient in the research. If has a value less than 0.05, they are confirmed otherwise, they are not meaningful and corresponding hypothesis is rejected (25)

According to the results showed in table 6, path coefficient is the relations on customer satisfaction is 0.516, so, according to the level of meaningfulness, p equals to 0.015 is less than 0.05 and hypothesis 1 is confirmed.

Based on table 6, path coefficient between cooperation and Customer Satisfaction (CS) is 0.522 and p equals 0.021 which is less than .05 and the corresponding hypothesis is confirmed.

Based on table 6, path coefficient between commitment and Customer Satisfaction is 0.0.584 and p equals 0.013 which is more than .05 and the corresponding hypothesis is rejected.

Based on table 6, path coefficient between commitment and Customer Satisfaction is 0.0.584 and p equals 0.013 which is more than .05 and the corresponding hypothesis is rejected.

Based on table 6, path coefficient between trust and Customer Satisfaction is 0.518 and p equals 0.016 which is less than .05 and the corresponding hypothesis is confirmed.

Based on table 6, path coefficient between conformity and Customer Satisfaction is 0.488 and p equals 0.018 which is less than .05 and the corresponding hypothesis is confirmed.

Based on table 6, path coefficient between dependency and Customer Satisfaction is 0.469 and p equals 0.919 which is more than .05 and the corresponding hypothesis is rejected.

Conclusion

The main purpose of this study is research about supply chain management and members. Relations and effects of chain members such as communications, commitment,

dependency and conformity have been studied in this study which all relate to the Fars Province Sam Service company. As According to the difference in government structure, its options and also dynamic duties are some significant differences.

According to the customer satisfaction, suggest that study this research with emphasis on data miming so that could analyze elements such as extraction information and also determine certain relations. Alongside of that, all dimensions of supply chain management are directly related to the agencies satisfaction. According to the obtained results, cooperation is the most affecting dimension and distribution network is the least affecting one. This information would lead to improving supply chain due to creating a reciprocal and interacting condition in a competing environment and would increase customer satisfaction level. Sam Service customers with more than 14 years experiences with this company in case of after-sale services have created a strong bond with this company and it also have attracted customers with a high quality and on-time distribution and also a reciprocal and mutual trust between itself and the customer. One of the affecting elements in supply chain of Sam Service Company in case of customer satisfaction in a conformity between customer expectations and pieces supply which this company could perform this successfully.

According to the tests results, it is suggested to the researchers that study this research based on data mining point of view, so that, they may could extract information or patterns related to the hidden information or certain relations in a wide range and volume in databases obtained in this study. For example they can study customers' satisfaction aspect of customer loyalty.

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