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SUPACHART IAMRATANAKUL

Kasetsart Business School, Kasetsart University, Thailand

INTERPRETIVE STRUCTURAL MODELING OF LEAN PRINCIPLES TO RETAILING BUSINESSES

Abstract:

Lean principles and its tools have been successfully applied to manufacturing and operations environments. The associated research literature and case studies have been published extensively. However, the same cannot be said for Lean principles to the retailing business. As such, the aim of this paper is to determine the indicators of the Lean principles toward retailing business in which the Lean principles should be focused. Interpretive structural modelling (ISM) and Matriced' Impacts Croise's Multiplication Appliquée a UN Classement (MIMAC) are used to develop the hierarchical structure of the relationships among Lean principles, and to analyses characteristics power of each Lean principles in applying to retailing businesses. The relationships and characteristics power of each Lean principles are used to determine indicators that are effective in improving retailing businesses. Results indicate that continuous improvement for customer value is an importance practices in enhancement of retailing businesses. This presents the understanding the Lean principles implementing in the retailing businesses. Further research is required to acquire more inputs from expert panel across range of the retail businesses.

Keywords:

Retailing management, Lean management, Interpretive structural modelling (ISM), customer value.

JEL Classification: M10, M30, M11