## Table of Contents

**Preface** ............................................................................................................................................ xviii

**Chapter 1**
B-School Selection by Fuzzy TOPSIS and AHP .................................................................................... 1

Vivek Agrawal, GLA University, India
Vikas Tripathi, GLA University, India
Nitin Seth, Indian Institute of Foreign Trade, India

**Chapter 2**
Innovative Solutions for Implementing Global Supply Chains in Emerging Markets ......................... 28

Raj V. Amonkar, Goa Institute of Management, India

**Chapter 3**
Supply Chain Process Efficiency (SCPE) and Firm’s Financial Efficiency (FFE): A Study of Estimating Linkages ........................................................................................................................... 49

Viqar Ali Baig, Lingaya’s University, India
Javaid Akhtar, Lingaya’s University, India

**Chapter 4**
System Dynamics Simulation of a Supply Chain Intelligence Model .................................................. 71

Debasri Dey, IGNOU, Kolkata, India
D. Sinha, IIFT, India

**Chapter 5**
Organizational Performance through Dairy Supply Chain Management Practices: A Winning Approach ................................................................................................................................................................................ 84

Rajeev Kumar, Banaras Hindu University (BHU), India

**Chapter 6**
Pure Curd Supply Chain: An Indian Case on Modern Food Safety Management ............................... 97

Rajneesh Mahajan, Apeejay School of Management, India & Delhi Technological University, India
Suresh Garg, Delhi Technological University, India
P. B. Sharma, Delhi Technological University, India
Chapter 7
A New Approach to Supply Chain Performance Measurement: An Empirical Study of Manufacturing Organizations ................................................................. 111
  Amit Kumar Marwah, SGSITS, India
  Girish Thakar, SGSITS, India
  R. C. Gupta, SGSITS, India

Chapter 8
Logistics for Global Automobile Manufacturing Industry ........................................... 129
  Ravi Potti, JDA Software, India
  Swapnil Saurav, JDA Software, India

Chapter 9
Supply Chain Management: Large vs. Small and Medium Enterprises (SMEs).................... 141
  Y. Ramakrishna, Vignana Jyothi Institute of Management, India

Chapter 10
Government’s Role in Setting Optimal Policies for Green Supply Chain ......................... 152
  Kalicharan Sabat, Vignana Jyothi Institute of Management, India

Chapter 11
Cold Chain Logistics in India: A Study ........................................................................... 159
  Swapnil Saurav, JDA Software, India
  Ravi Potti, JDA Software, India

Chapter 12
Service Quality in Supply Chain: A Case of Indian Automotive Industry ....................... 173
  Asad Ullah, Aligarh Muslim University, India
  Mohd. Adil, National Institute of Technology Hamirpur, India

Chapter 13
Food Cold Chain Management: An Indian Perspective .................................................. 187
  Rajneesh Mahajan, Apeejay School of Management, India & Delhi Technological University, India
  Suresh Garg, Delhi Technological University, India
  P. B. Sharma, Delhi Technological University, India

Chapter 14
Strategic Development of Responsible Warehousing with Safety Partnership .................. 203
  Lilis Suriency, Universiti Sains Malaysia, Malaysia
  Hui-Nee Auyong, Universiti Sains Malaysia, Malaysia
  Suhaiza Zailani, Universiti Malaya, Malaysia
Chapter 15
Performance Measurement: Measuring Retail Supply Chain Performance ........................................... 212
Neha Grover, University of Petroleum and Energy Studies, India

Chapter 16
The Role of Institutional Pressures on Green Supply Chain Practices in Building the Organizational Image: An Empirical Study of Indian Hospitals ........................................................................... 242
Manisha Sharma, Gautam Buddha University, India

Chapter 17
Understanding the Port-Centric Logistics Clusters: Concepts, Characteristics, and Measurements .................................................................................................................. 257
Amanpreet Singh, RMIT University, Australia
Prem Chhetri, RMIT University, Australia
Rajiv Padhaye, RMIT University, Australia

Compilation of References .................................................................................................................. 273

About the Contributors ...................................................................................................................... 309

Index.................................................................................................................................................. 311