# Table of Contents

Foreword ........................................................................................................................................xiii  

Preface ........................................................................................................................................xvi  

Acknowledgment ........................................................................................................................xxii  

## Section 1  
**Advances in Supply Network Coordination**

**Chapter 1**  
Understanding Supply Network Coordination ............................................................................. 1  
  *Namjae Cho, Hanyang University, Korea*

**Chapter 2**  
e-Business in Supply Chain Management .................................................................................... 24  
  *Claudia-Maria Wagner, Dublin Institute of Technology, Ireland*  
  *Edward Sweeney, Dublin Institute of Technology, Ireland*

**Chapter 3**  
Integrated Supply Chain Intelligence through Collaborative Planning, Analytics and Monitoring ........43  
  *Nenad Stefanovic, University of Kragujevac, Serbia*  
  *Dusan Stefanovic, University of Kragujevac, Serbia*  
  *Bozidar Radenkovic, University of Belgrade, Serbia*

**Chapter 4**  
A Content Analysis for Evaluating RFID Applications in Supply Network Management ...............93  
  *Maria Grazia Gnoni, Università del Salento, Italy*  
  *Alessandra Rollo, Università del Salento, Italy*

**Chapter 5**  
The Role of Information Technology in Supporting Supply Chain Coordination  
of Logistics Services Providers ........................................................................................................113  
  *Pietro Evangelista, IRAT-CNR & University of Naples Federico II, Italy*
Section 2
Modeling and Analysis of Supply Network Coordination

Chapter 6
Multi-Echelon Supply Chain Modeling with Dynamic Continuous Review Inventory Policy .......... 146
  K. Narayana Rao, Govt. Polytechnic, India
  K. Venkata Subbaiah, Andhra University, India

Chapter 7
Reverse Logistics Network Design Using Hybrid Genetic Algorithm and Simulated Annealing Methodology ................................................................. 168
  Gülşem Tuzkaya, Yıldız Technical University, Turkey
  Bahadır Gülsün, Yıldız Technical University, Turkey
  Ender Bildik, Yıldız Technical University, Turkey

Chapter 8
Fuzzy Electronic Supply Chain System: Customer Satisfaction and Logistic Aspects .............. 187
  Hamed Fazlollahtabar, Mazandaran University of Science and Technology, Iran
  Hamed Hajmohammadi, Mazandaran University of Science and Technology, Iran
  Iraj Mahdavi, Mazandaran University of Science and Technology, Iran
  Nezam Mahdavi-Amiri, Sharif University of Technology, Iran
  Amir Mohajeri, Mazandaran University of Science and Technology, Iran

Chapter 9
Modeling and Simulation of Partnership Network for an Intelligent Supply Chain ................. 202
  Fouzia Ounnar, Aix Marseille University, France
  Patrick Pujo, Aix Marseille University, France
  Selma Limam Mansar, Carnegie Mellon University in Qatar, Qatar

Chapter 10
Supply Chain Coordination under Price Competition .......................................................... 226
  S.P. Sarmah, Indian Institute of Technology, India
  Santanu Sinha, Indian Institute of Technology, India

Section 3
Intelligent Agent Approaches to Supply Network Coordination

Chapter 11
e-Supply Network: The Design of Intelligent Agents for Buyer-Supplier-Supplier Coordination .... 250
  Shima Mohebbi, University of Tehran, Iran
  Rasoul Shafaei, K.N. Toosi University of Technology, Iran
  Namjae Cho, Hanyang University, Korea
Chapter 12
E-Supply Network: Network Agents to Support Information Sharing for Buyer-Buyer-Supplier Coordination .......................................................... 269

Namjae Cho, Hanyang University, Korea
Iraj Mahdavi, Mazandaran University of Science and Technology, Iran
Nezam Mahdavi-Amiri, Sharif University of Technology, Iran
Shima Mohebbi, University of Tehran, Iran
Mahdi Zandakbari, Mazandaran University of Science and Technology, Iran

Chapter 13

Paolo Renna, University of Basilicata, Italy
Pierluigi Argoneto, University of Basilicata, Italy

Chapter 14
A Multi Agent /HLA Platform for Enterprises Interoperability (Short-Lived Ontology Based) ........319

Gregory Zacharewicz, Université de Bordeaux – UMR CNRS 5218, France
Olivier Labarthe, CIRREL & Université Laval, Canada
David Chen, Université de Bordeaux – UMR CNRS 5218, France
Bruno Vallespir, Université de Bordeaux – UMR CNRS 5218, France

Chapter 15
Agent-Based Dynamic Route Selection for Multilayer Electronic Supply Network ..................... 347

Iraj Mahdavi, Mazandaran University of Science and Technology, Iran
Namjae Cho, Hanyang University, Korea
Hamed Fazlollahtabar, Mazandaran University of Science and Technology, Iran
S. Hosna Shafieian, Mazandaran University of Science and Technology, Iran
Nezam Mahdavi-Amiri, Sharif University of Technology, Iran
Shima Mohebbi, University of Tehran, Iran

Compilation of References ............................................................................................................. 366

About the Contributors ................................................................................................................... 399

Index ............................................................................................................................................... 406