# Table of Contents

**Preface** ...................................................................................................................................................... xiv

### Chapter 1
Modeling Accuracy of Promised Ship Date and IT Costs in a Supply Chain ................................................. 1  
*Young M. Lee, IBM T.J. Watson Research Center, USA*

### Chapter 2
Cost Estimation in a Capacitated Environment ................................................................................................. 16  
*Mark Eklin, Israel Institute of Technology, Israel  
Yohanan Arzi, ORT Braude College, Israel  
Avraham Shtub, Israel Institute of Technology, Technion City, Israel*

### Chapter 3
Analysis of Financial Returns and Risks of Implementing RFID for Supply Chains ................................. 89  
*Ertunga C. Özelkan, The University of North Carolina at Charlotte, USA  
Agnes Galambosi, The University of North Carolina at Charlotte, USA*

### Chapter 4
Collecting Consumer Behavior Data with WLAN ............................................................................................. 125  
*Patrik Skogster, Rovaniemi University of Applied Sciences, Finland  
Varpu Uotila, Turku School of Economics, Finland*

### Chapter 5
Facing the Challenges of RFID Data Management ......................................................................................... 142  
*Indranil Bose, University of Hong Kong, Hong Kong  
Chun Wai Lam, University of Hong Kong, Hong Kong*

### Chapter 6
Complementary Resources, Web-Based Applications, and the Development of Web-Enabled  
Supply Chain: A Case Study of Paint Supply Chain ...................................................................................... 159  
*Yootaek Lee, Babson College, USA  
Jay Kim, Boston University, USA  
Jeffery G. Miller, Boston University, USA*
Chapter 7

George. N. Kenyon, Lamar University, USA
Brian. D. Neureuther, State University of New York at Plattsburgh, USA

Chapter 8
The Impact of Social, Economic Variables and Logistics Performance on Asian Apparel Exporting Countries

K. F. Au, The Hong Kong Polytechnic University, Hong Kong
Chan M.H. Eve, The Hong Kong Polytechnic University, Hong Kong

Chapter 9
A Supplementary Framework for Evaluation of Integrated Logistics Service Provider

Kwok Hung Lau, Royal Melbourne Institute of Technology University, Australia
Wun Leong Ma, Royal Melbourne Institute of Technology University, Australia

Chapter 10
The Construction of Green Supply Chain Management System

Heekyung An, Shimadzu Corporation, Japan

Chapter 11
The Factors Influence Suppliers Satisfaction of Green Supply Chain Management Systems in Taiwan

Hsiu-Chia Ko, National Sun Yat-Sen University, Taiwan
Fan-Chuan Tseng, National Sun Yat-Sen University, Taiwan
Chun-Po Yin, National Sun Yat-Sen University, Taiwan
Li-Chun Huang, National Sun Yat-Sen University, Taiwan

Chapter 12
Cooperative Pricing Under Forecasting Sharing in the Manufacturer-E-Retailer Supply Chain

Ruiliang Yan, Virginia State University, USA
Sanjoy Ghose, University of Wisconsin - Milwaukee, USA

Chapter 13
Designing a Dynamic Buyer-Supplier Coordination Model in Electronic Markets Using Stochastic Petri Nets

Iraj Mahdavi, Mazandaran University of Science and Technology, Iran
Shima Mohebbi, K.N.Toosi University of Technology, Iran
Namjae Cho, Hanyang University, Korea
Mohammad Mahdi Paydar, Mazandaran University of Science and Technology, Iran
Nezam Mahdavi-Amiri, Sharif University of Technology, Iran
Chapter 14
Strategic Management of International Subcontracting: A Transaction Cost Perspective .......... 297
Yue Wang, University of New South Wales, Australia

Chapter 15
The Strategic Implications of E-Network Integration and Transformation Paths for Synchronizing Supply Chains ................................................................. 308
Minjoon Jun, New Mexico State University, USA
Shaohan Cai, Carleton University, Canada
DaeSoo Kim, Korea University Business School, Korea

Chapter 16
A Strategic Framework for Managing Failure in JIT Supply Chains ........................................ 328
Jaydeep Balakrishnan, University of Calgary, Canada
Frances Bowen, University of Calgary, Canada
Astrid L.H. Eckstein, Canada

Chapter 17
A Nelder and Mead Methodology for Solving Small Fixed-Charge Transportation Problems .... 345
G. Kannan, National Institute of Technology, India
P. Senthil, National Institute of Technology, India
P. Sasikumar, National Institute of Technology, India
V.P. Vinay, National Institute of Technology, India

Compilation of References ................................................................................................... 357

About the Contributors .......................................................................................................... 387

Index ...................................................................................................................................... 392