

Preface

This book is an attempt to bring cases from all over the world (both developing and developed countries) on a common platform to identify specific issues/ challenges in supply chains and propose solutions for dealing with such issues. Professionals in multinational companies, while well-versed with the principles of supply chain management, may face several challenges in relating to the multi-linguistic, multi-faceted aspects of supply chain management in developing and developed economies. Under-developed infrastructure, archaic technology, red-tapism, as well as a lack of knowledge of indigenous supply chain management systems has hampered growth of markets as well as of indigenous businesses and budding entrepreneurs in emerging economies. High cost of labor, outsourcing of production, and excessive mechanization are some challenges faced in developed economies. Overcoming these challenges requires an in-depth understanding of the nuances of operating and managing a supply chain in developing as well as developed economies. Multilayered distribution systems have been prevalent for centuries, particularly in the traditional societies of India, China, and Japan. The ‘dabbahwallahs’ of Mumbai who carry lunch tiffins to millions of office goers everyday and the ‘bicycle couriers’ of Manhattan and Tokyo who beat the traffic and the weather to hand courier documents on bikes are examples of indigenous distribution systems. With the advent of EDI, Internet, and advanced communication and collaboration technologies, a number of countries are transforming their supply chains. Basically, the manufacturers attempt to remove the middlemen, increase the visibility along the supply chain, and reduce the order-to-deliver cycle. Moreover, the pressures of ensuing competition and consequent cost-cutting drives make it mandatory for companies to look for efficiency in supply chain processes. In spite of the strong efforts, supply chains pose a number of issues and challenges that make supply chain transformation difficult, if not impossible. Therefore, it is necessary to understand the issues and how various companies are addressing these issues.

By including case studies on supply chains from all over the world, we want our readers to be able to understand the issues as well as proposed or actual solution to supply chain issues faced in developed and developing countries. By incorporating

empirical studies this books will act as a catalyst for incumbent global corporations to understand and work around inefficient supply chains, particularly in emerging economies.

In this edited book we propose to bridge the knowledge gap by introducing our readers to a wide selection of case studies that cover a multitude of supply chains in different economies of the world and examine the major issues related to supply chain management. Set in the current economic scenario, the book presents the latest knowledge and developments in this field in the different types of supply chains that exist within the world business environment. Supply Chain Management or the complete management of the flow of goods, information, and finances is a vast discipline which merits an in depth analysis.

Target Audience

The book is intended for both academia and entrepreneurs. Academics will understand a course on distribution management and supply chains better with live case studies. The industry and entrepreneurs will use it to understand the issues and workaround solutions to deal with such issues. The Government may find this book suitable for them to understand the inefficiencies and workaround solutions for a countrywide transformation of supply chains in the country.

Topics

The Chapters include, but are not limited to, the following:

- Case Studies on Logistics Clusters
- Case study of supply chain of products and services in an emerging and developed economies
- Service supply chains
- Pharmaceutical supply chains
- Supply chains of fresh produce (Food grains, vegetables and fruits)
- Supply chains of perishable goods
- Automotive and Aeronautical Supply Chains
- GIS, RFID applications in supply chains
- Lean and agile supply chains
- Cases on internationalization of firms and SCM
- Supply Chains Risk Management

We hope that you enjoy reading the book!

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