Confusion between SCM and Logistics

SCM

- Business (Matthews, 2000 and won’t find concept)
- SCM Collaboration (Conceptual benefits)

Logistics

- Identifying the sub disciplines
- View (Extended discipline)

Examining the Objective

- Has been outlined, were unified or (Model)
- To improve a clear understanding of these objectives

The Proposed ISCEE framework is an importanter

- The importance on theory building and Remodelling.
- More than 173 unique definitions (2009)
- Without a unified understanding,

SCM objectives were scattered in the literature.

We investigated the feasibility of the

- Conceptualising SCM, i.e.:

Research Focus/Question

- Investigating the feasibility of the Objective-Orienced approach in conceptualising SCM, i.e.:

How viable this approach is?

Research Methodology

- Qualitative Research/Constructivist Grounded Theory Research Method

Data Collection

- Literature, media, lectures, websites and few interviews.

Initial Research Outcomes/Findings/Contribution

- SCM Conceptual Model (Theory), importance of Collaboration and Integration is highlighted, discipline boundaries are outlined, eliminating confusion and a Consensus on a unified view and definition is likely.

- The relation between SCM and the theory of Resources-Based View has been identified (The Extended Resource-Based View, (Matthews L., 2000)).

Future Research

- Identify the sub-framework of each objective (unless it is their)
- Modify the framework to match each sector (omit what is not related)
- Examining the Objective-Orienced Approach in other Management fields
- Question: What would be the Dark Side of SCM?
- What about the social values? Aren’t they important?

Research & Design

Plan

Source

Make

Deliver

Supply Pillars

Collaboration & Integration Areas

Supply Chain Management (SCM)

Information Flow

Collaboration

Integration

Performance Objectives

Efficiency

Effectiveness

Quality

Responsiveness

Resilience

Sustainability

Are there anymore?

Satisfaction

Competitiveness

Performance

Supply Chain Management

Management Objectives

Management Fields (Business Functions)

Legal/Political Demand

Individual Demand

Economic Demand

Social Demand

Environmental Demand

Demand Pillars

Demand Chain (Network)

Information Flow

Inventory Flow

Cash Flow

Conclusion

Supply Chain – the Value Chain

“Organisations achieve better performance through Collaborative and Integrative Business Relationships”

“What distinguishes them is their creativity in collaboration, integration and optimising those objectives”

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The Project

Overview

- Confusion between SCM and Logistics management, no unified understanding, more than 173 unique definitions (2009)
- Unclear discipline boundaries, a call for theory building and Remodelling.

“Refrain from using logistics and supply chain management as synonyms.”


Research Motive/Objectives

Without clear understanding of SCM essence, we won’t be able to improve our society, improve our economy, and get the most of SCM benefits.

Exploratory Research Findings

Most of research approaches toward defining SCM or theory building were Process-Orienced or business function-Orienced.

The Gap

- No evidence that an Objective-Orienced Approach has been investigated.
- SCM objectives were scattered in the literature.

About ISCEE

- The Proposed ISCEE framework is an outcome of the research project.
- Aims to visualise SCM for better understanding and Decision Making Processes.
- Combining top Existing Frameworks of SCM through SCM Objectives (the research contribution), supply pillars (process-orienced), business functions and Stakeholders (customer-orienced).
- Illustrates the Collaboration and Integration Channels.

Supply Chain Operations Reference (SCOR)

(ISCEE) Framework

Where is the Recycle Chain?

Global Supply Chain Forum (GSCF)

(Mentzer et al., 2001) Framework

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