

Supply Chain Management Issues

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ABSTRACT: *The management of the flow of goods and services between businesses and locations is known as supply chain management (SCM), and it includes the movement and storage of raw materials, work-in-process inventory, and finished goods, as well as end-to-end order fulfilment from point of origin to point of consumption. In a supply chain, interconnected, correlated, or interlaced networks, channels, and node companies unite to provide items and services to end customers. Cross-functional integration is required for successful supply chain management, and marketing must play a key role. The task at hand is to figure out how to make this integration work. We offer a framework for supply chain management, as well as implementation problems and research topics for the future. To exemplify the principles discussed, case studies done at different firms and involving multiple members of supply chains are utilized.*

KEYWORDS: *Business Management, Demand Management, Global Supply Chain, Supply Chain Management, Supply Chain Network.*

1. INTRODUCTION

Individual firms no longer compete as purely independent entities, but rather as supply chains, which is one of the most fundamental paradigm shifts in modern company management. The era of internetwork competition has arrived in business management. It's now suppliers—brand—store vs suppliers—brand—store, or supply chain versus supply chain, rather than brand versus brand or shop versus store[1]. The capacity of management to integrate the company's complicated network of commercial ties will determine the eventual success of the single firm in this developing competitive climate. Supply chain management is increasingly being used to describe the management of numerous connections across the supply chain (SCM). The supply chain, strictly speaking, is a network of many businesses and relationships, rather than a chain of businesses with one-to-one, business-to-business ties[2].

SCM allows for the capturing of intra- and inter-company integration and management synergies. In this sense, SCM is concerned with entire business process excellence and represents a new approach to company management and interactions with other supply chain participants. So far, there has been relatively little advice from academics, which has tended to follow rather than lead commercial practise. For successful SCM practise, it is necessary to create theory and develop normative tools and procedures. The preliminary empirical findings presented here are part of a larger study to build a normative model to guide future research [3]. The model may be used by executives to grasp the potential of successful SCM. To enhance the theory and practise of SCM, the Global Supply Chain Forum (GSCF) has been convening frequently for the past six years. The GSCF's definition of SCM is as follows: Customers and other stakeholders get benefit through the integration of essential business processes from the end user all the way through to the original suppliers. Supply chain operations that transcend functional silos within a firm and corporate silos across supply chains.

Businesses become supply chain businesses when they cross intra- and inter-company borders, transforming from business I've broken it down into the following an overview of the literature on SCM, logistics, and marketing channels study is presented first[4]. As a result, our conclusions are based on a case methodology Each of the three SCM framework parts is then discussed in terms of some of the results and major concerns[5]. Each aspect will be discussed individually for the sake of simplicity, even if they are tightly connected in practise. Issues relating the mapping of supply chain business processes are briefly discussed. Finally, future research directions and findings are discussed. The supply chain management used in manufacturing, supplier and distribution and customer.

Business publications and academic journals have given SCM a lot of attention. In this section, you will find two sections. There is a brief description of SCM's origins in the logistics literature as a final step, chosen marketing literature will be examined and compared to Consultants first coined the phrase SCM in the early 1980s, and it has since exploded in popularity [6]. To give SCM a framework, researchers have been working

on it since the early 1990s. In this article, we'll look at the main schools of thinking in SEM. SCM's core assumptions were also recognized as something that needs to be addressed in the paper [7]. In other words, SCM was seen as a form of logistics that extended beyond the business; it has always been seen by the CLM as a supply chain orientation, "from the origin to the consumption."

And if that's the case, logistical silos exist inside organizations, and the notion of logistics as a whole encompasses the management of material and information movements throughout a company's supply chain. If you're confused about marketing, you're not alone. Hence, the CEO's statement: "Marketing is too essential for it to be left to the Customer-centricity must permeate every aspect of the organization. Not only does the notion of marketing apply to the marketing department, but Customers' needs are everyone's duty. SCM has been redefined from integrating logistics across the supply chain to integrating and controlling key business activities across the supply chain. In October 1998, CLM released a new definition of logistics based on the developing difference between SCM and logistics [8]. CLM's perspective on logistics management is expressly stated in the revised definition. For example, here's the new definition: A logistician organizes, implements, and controls the efficient and effective movement and storage of products and services from the point-of-origin to that of consumption, in order to fulfil consumers' needs in a given supply chain. Fig.1, illustrates the supply chain network structure.

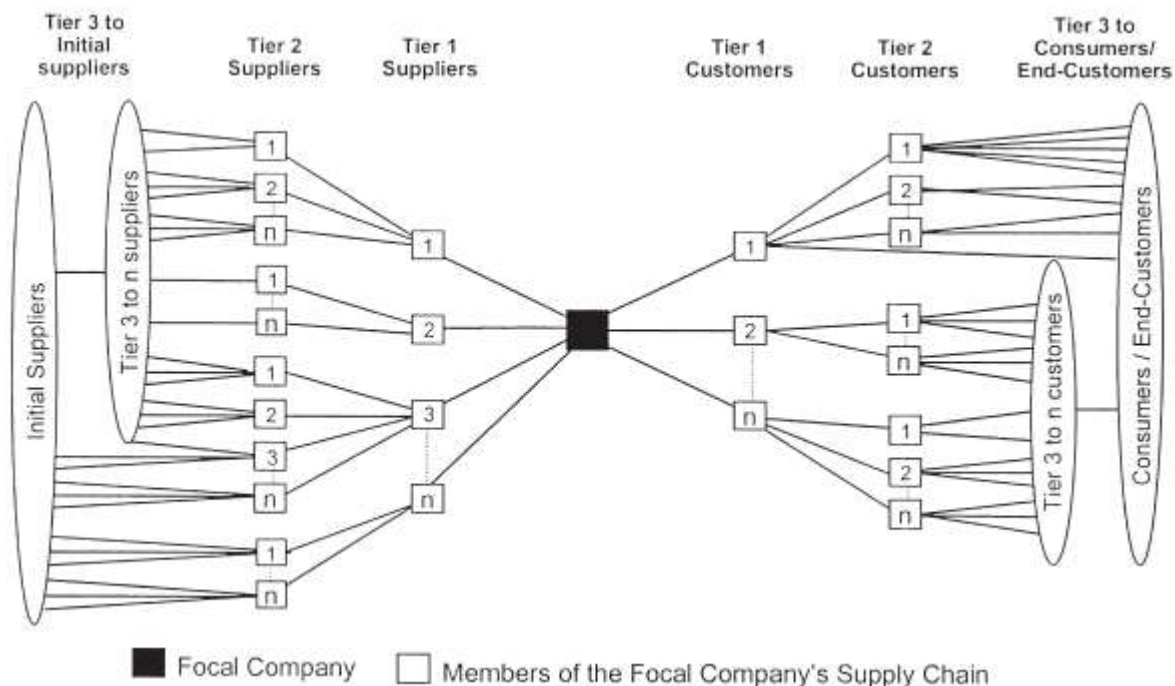


Fig. 1: Illustrates the supply chain network structure [9].

It's hard to fathom how difficult it would be to keep track of all the suppliers back to the place of origin, as well as we can all see why CEOs want to control their supply chains up till the point of consumption as the person in charge of that supply chain is in a better position to do so since he or she with the "intel inside" branding, Intel was able to build a relationship with the end-user. If the computer maker cannot transfer CPU suppliers because of this, the computer company' It is, nevertheless, a huge task to manage the whole supply chain from the point of origin to the genesis. According to the researchers, they were on the correct track when it came to: 1) defining who should be a member of the marketing channel, 2) explaining the necessity for channel coordination, and 3) sketching real marketing channels, which is an important most scholars have neglected two important concerns for the previous 30 years.

2. DISCUSSION

There were a number of mistakes made, starting with not building on early contributions by including suppliers to manufacturers, and so failing to recognize the value of a sweetens, they were primarily concerned with marketing efforts as well as channel flows, and neglected the necessity to integrate and manage various critical operations both. It's a significant flaw in the SCM literature, as opposed to marketing channels, because it assumes that everyone knows who is in the supply chain. Efforts have been minimal in identifying specific supply chain participants, essential activities that must be integrated, or what management must do to properly manage. We talked about Customer Relationship Management (CRM), Service Management (CSM), Demand Management (DDM), Order Fulfillment and Procurement (Interviewees included a wide range of tasks such as marketing/sales, logistics, production, IT, finance, quality management, and Our past work, a literature study, and talks with members of The GSCF were used to produce a 36-question interview guide. The interviews were done face-to-face and lasted between one and three hours. They were recorded and transcribed for analysis. Fig. 2, Illustrates the elements of supply chain management with their key features.

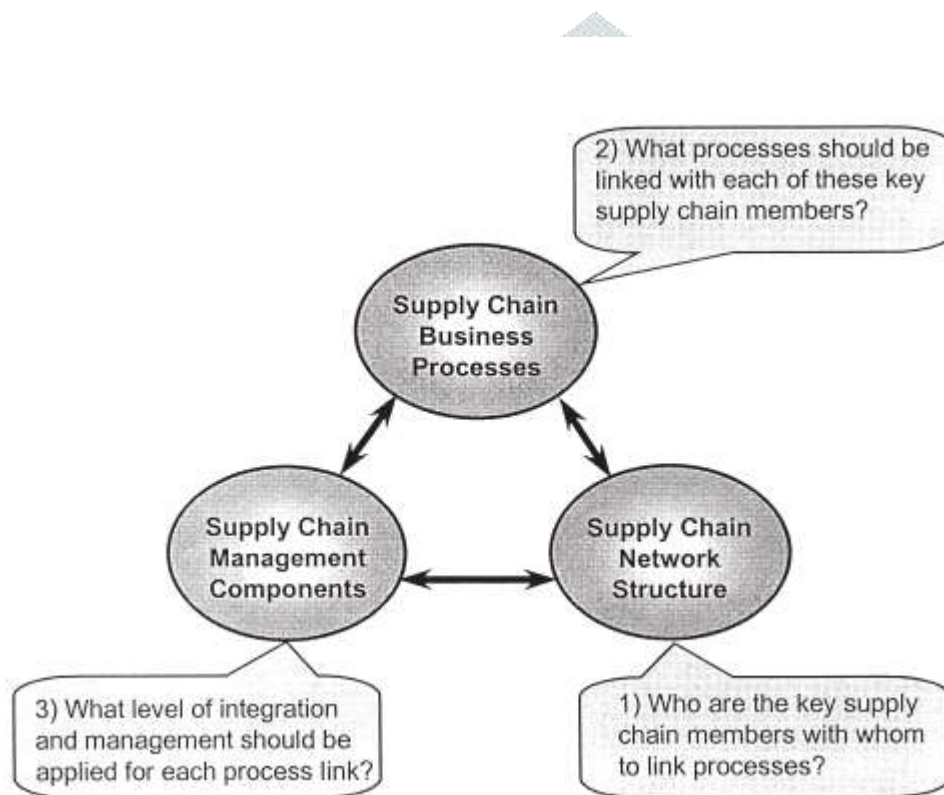


Fig. 2: Illustrates the elements of supply chain management with their key features [10].

To build and successfully manage a supply chain, the conceptual framework stresses the interconnected nature of SCM, as well as the necessity to go through numerous parts and pieces of as the name implies, the supply chain network structure is made up of the member companies and the linkages Activities that create particular outputs of value for the client are known as Business Processes. In the supply chain, business operations are connected and controlled through the use of the management components. Every one of the three components of the framework is now detailed. From the raw materials to the final customer, every company is part of a supply chain. The complexity of the product, the quantity of accessible suppliers, and the availability of raw materials all influence how much of the supply chain has to be controlled. The length of the supply chain, as well as the number of suppliers and consumers at each level, are all factors to consider. It's unusual for a company to be involved in only one supply chain.

The supply chain for most manufacturers resembles an uprooted tree, with the branches and roots representing the wide network of customers and suppliers. How many of these branches and roots must be handled is the question. At different stages in the supply chain, the closeness of the link will vary. Management must determine the right level of collaboration for certain supply chain linkages. Not every link in the supply chain needs to be tightly planned and linked. The optimal relationship is one that is tailored to the unique set of circumstances.

When deciding which elements of the supply chain require managerial attention, the firm's skills and importance must be considered. It is critical to have a clear grasp of how the supply chain network is set up. The three major components of a company's network structure, according to us, are: (1) supply chain members, (2) network structural dimensions, and (3) different sorts of process connections throughout the supply chain. Every issue has now been addressed. All autonomous firms or strategic business units that perform value-adding activities (operational and/or managerial) in business processes designed to create a specified output for a specific client or market are considered key members of a supply chain. Supporting members, on the other hand, are firms that merely offer resources, knowledge, utilities, or assets to the supply chain's major members. Both main and secondary activities might be performed by the same firm.

Similarly, a single business might undertake main operations for one process while also providing assistance for another. An original equipment manufacturer (OEM) that purchases crucial and sophisticated manufacturing equipment from a supplier is an example from one of the case studies. When an OEM creates a new product, it collaborates closely with the equipment provider to ensure that the necessary equipment is accessible. The business procedures in the organizations analyzed were not connected across the board. In other words, supply chain network architectures for different business processes looked different. A focused firm, for example, could include supplier A in its product development process but not supplier B, but the demand management approach incorporates both suppliers. As a result, we discovered that organizations prefer to connect and manage various supply chain linkages for various business activities. Some or all business activities should be integrated across the supply chain, from the initial source of supplies to the ultimate end consumer, according to previous research.

There were no examples of this in our investigation, and none among the ones mentioned in the literature. In reality, the businesses we looked at had only integrated a few critical process connections and were only monitoring a few others. Research to build a normative model that may assist managers in their attempts to develop and manage supply networks should be a key focus. It's a lot simpler to develop a definition for SCM than it is to put it into practice. What are the operational definitions of the major business processes, and how do they relate to one another? How do you get buy-in from the various departments to apply a process approach inside the company? How can a company's different stakeholders be persuaded to cooperate toward a shared goal? Despite the fact that the firm's ultimate profitability goals are in conflict, marketing and production compensation systems frequently clash. Fig. 3, Illustrates the fundamental management component used in supply chain management.

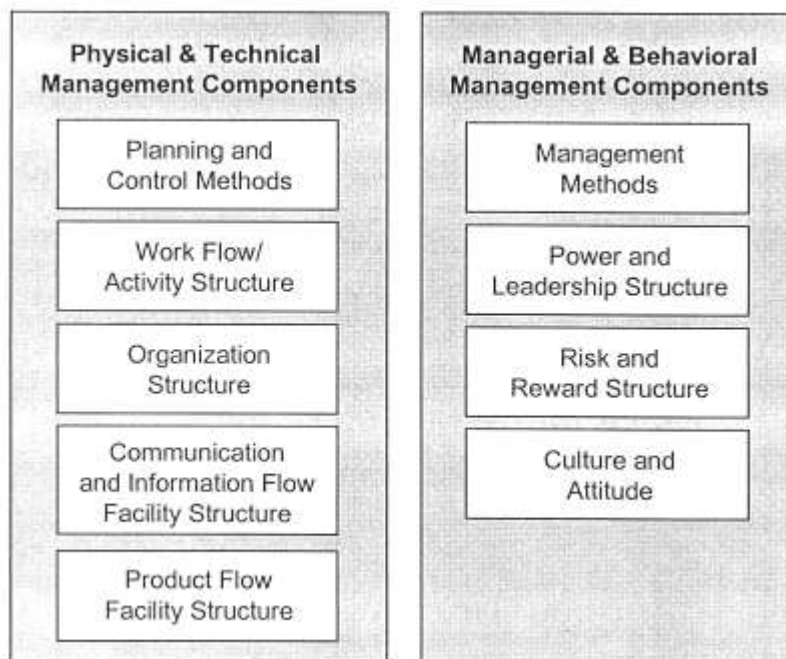


Fig. 3: Illustrates the fundamental management component used in supply chain management.

3. CONCLUSION

The efficient integration and management of essential business activities across members of the supply chain will decide the eventual success of the single organization, executives are becoming conscious of the growing paradigm of internet work competition. Supply chain management cannot be left to chance. As a result, executives are attempting to understand and identify how to manage the company's supply chain network in order to maximize SCM's potential. Coordination of operations inside the company is a need for successful SCM. Identifying essential business processes and managing them through cross-functional teams is one method to achieve this. This study, hopefully, clarifies essential features of SCM, assisting practitioners and scholars in their quest to understand and apply SCM. Marketing researchers were among the first to investigate key components of what is now known as SCM, particularly when it came to identifying the members of a distribution channel. For the most part, the attention shifted from the manufacturer to the client. There is a need to connect operations throughout the company and among supply chain companies. While internal and external limitations have always been addressed when developing marketing strategies, SCM emphasizes the need of evaluating these variables explicitly. In addition, the conventional marketing and sales jobs are evolving. Teamwork is becoming more frequent in the development and promotion of new goods, as well as in the management of existing ones. The sales force's function is shifting to one of relationship management, where measuring and selling the customer's value proposition is challenged.

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