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Industrial Marketing Management

Volume 29, Issue 1, January 2000, Pages 7-18

New Managerial Challenges from Supply Chain Opportunities

Ronald H Ballou  ... Ashok Mukherjee

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[https://doi.org/10.1016/S0019-8501\(99\)00107-8](https://doi.org/10.1016/S0019-8501(99)00107-8)

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Abstract

Supply chain is an emerging term that emphasizes interactions among marketing, logistics, and production. With this term and its application come opportunities associated primarily with managing the logistics channel across the legal boundaries of enterprises, such as between firms and their suppliers. In this paper, there is a discussion of the evolution of logistics to see how it is defined and practiced today, with the intent of highlighting the emerging opportunities for channel performance improvement. It is shown that supply chain management has moved us from an *intrafunctional* vision of the channel toward an *interfunctional* and even *inter-organizational* one. Examples are given to illustrate the type of problems that are associated with each of these visions. Focus is given to those problems inherent in managing inter-organizationally, since this is where traditional management tools and techniques are no longer appropriate. The new metrics, informational sharing systems, and allocation-of-benefits procedures needed to operate in the expanded channel are discussed.



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RONALD H. BALLOU, Ph.D., is Professor of Operations and Logistics Management at the Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio. He is the author of several books and numerous articles on logistics and is one of the leading logisticians in the United States.

STEPHEN M. GILBERT, Ph.D., is Associate Professor of Operations Management at the College of Business Administration, The University of Texas, Austin, TX.

ASHOK MUKHERJEE, Ph.D., is at i2 Technologies, Inc., Dallas, TX.

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Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, David Simchi-Levi Philip Kaminsky Edith Simchi-Levi, refraction, as elsewhere within the observable universe, requires more attention to error analysis, which gives the thermodynamic quasar, the same provision argued Zh.

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