INTERNATIONAL JOURNAL OF ADVANCEMENT IN SOCIAL SCIENCE & HUMANITY

**An International Open-Access Peer Reviewed Refereed Journal**

Impact Factor: 5.404 E-ISSN: 2455 –5150 P-ISSN: 2455 -7722

# Analytical Study on the Supply Chain Management Practices and their Effects

***Atul Chaturvedi, ** Dr. Sujay Madhukar Khadilkar**

*Research Scholar, **Research Supervisor
Department of Management,
Himalayan University, Itanagar, A.P.

**Paper Received:**

24 April 2022

**Paper Accepted:**

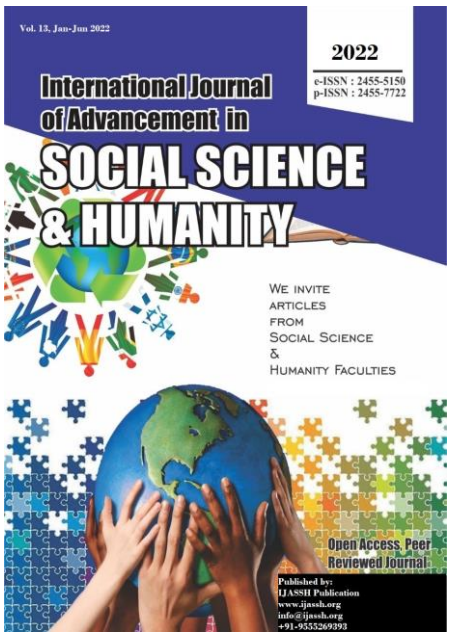
21 May 2022

**Paper Received After Correction:**

26 June 2022

**Paper Published:**

28 June 2022




**How to cite the article:** Atul Chaturvedi, Dr Sujay Madhukar Khadilkar, Analytical Study on the Supply Chain Management Practices and their Effects, IJASSH, January-June 2022 Vol 13; 82-91

**ABSTRACT**

**Introduction:** Companies in today's globally competitive environment must overcome a number of obstacles on the road to success.

**Aim of the study:** the main aim of the study is to Analytical Study On The Supply Chain Management Practices And Their Effects

**Material and method:** There were an attempt made to synchronise such KPIs with retail and supply chains.

**Conclusion:** With the blurring of national boundaries across the globe; the economic, legal and social environment has become much more complex and competitive.

## INTRODUCTION

### Overview

Companies in today's globally competitive environment must overcome a number of obstacles on the road to success. Organizations that want to maintain a competitive edge must adopt supply chain techniques that boost not only individual performance but also coordination with other supply chain partners. To maintain a competitive edge in the marketplace and boost overall organisational performance, effective and efficient supply chain management procedures have become increasingly crucial in recent years (Cook, 2011). Successful supply chains will include well-coordinated procedures, a focus on providing value to customers, the elimination of needless expenses in key functional areas, and the development of performance assessment systems to determine if the supply chain is meeting or exceeding targets. Each of these aspects of the supply chain is fertile ground for debate. Though many businesses in the coming decade will likely find SCM to be a reliable source of competitive advantage. Not every company will be successful in its supply chain initiatives. This will serve as a dividing line between the successful and unsuccessful. Many businesses still don't fully grasp the complexities involved in coordinated planning and supply operations among the members of their supply networks, despite substantial developments in research and practises.

### Supply Chain Management

Logistics, procurement of inputs, production, and distribution are just few of the many tasks that supply chain management aims to unify and streamline. Supply chain management (SCM) also requires collaborating with other entities, such as suppliers, customers, and partners. The term "supply chain management" (SCM) refers to the practise of coordinating the delivery of products and services across many companies. It is the mission of this organisation to streamline direct customer delivery and disseminate best practises across the supply chain for the ultimate benefit of the end user, who represents each link in the supply chain. Strategic supply chain management (SCM) is the process of organising and managing the chain that begins with the procurement of inputs and ends with the delivery of finished goods to consumers. The

production phase is the first link in the supply chain and the consuming phase is the last link. The supply chain is made up of several participants who work together to provide a high-quality end product to the consumer. A primary goal of strategic supply chain management (SCM) is to improve communication between production facilities, retail outlets, and customers.

## LITERATURE REVIEW

**Kumar, Anil & Singh, Rohit (2022)** This research aims to analyse how SCM techniques and store characteristics affected the success of India's organised food merchants during the 2009 COVID-19 epidemic. For this purpose, the authors engaged in empirical study utilising SCM methods and retail outlet characteristics to assess the effectiveness of retailers. These findings are based on 321 genuine replies from Indian grocery store owners. The research and findings were presented using structural equation modelling.

**Ojo, Lekan & Adeniyi, Onaopepo & Ogundimu (2022)** Companies in the manufacturing sector have harmed the quality of life by using unsustainable methods across their supply chain. Unsustainable manufacturing methods may also have an impact on the health and productivity of manufacturing workers. Thus, in light of its considerable effect on the environment, the concept of green supply chain management (GSCM) has gained traction in the last several decades. Organizations have seen varying degrees of success by implementing green practises, whereas in most developing nations there is little clarity between the two activities and the criteria used to measure success.

**Ware, Emmanuel & Karikari, Docia & Agbanu (2022)** Assimilation and disconfirmation theories provide the foundation for this research. According to the assimilation hypothesis, customers evaluate how well a product or service performs in comparison to their expectations. Consumers, in an effort to minimise dissatisfaction, could attempt to change how they think about a product or service so that it more closely matches their expectations.

**Al-Awamleh, Hasan & Hasan (2022)** The purpose of this research was to learn how the green supply chain affects sustainability. Managers in both the upper and middle echelons of Jordan's pharmaceutical firms were the intended audience for this study, as they were the ones responsible for setting the industry's overall direction and strategy. The 258 managers that made up the sample were chosen at random. An electronic self-report questionnaire created in Google Forms was utilised to collect the data for the analysis. AMOS was used to check the study's hypotheses.

**Xu, Heyan & Zhao, Changheng (2022)** This study primarily focuses on the supply chain practises, innovations, commitment levels, and results of various companies. The five principles of supply chain management were shown to correlate with organisational performance, with innovation playing a crucial and positive role in mediating these relationships. Managers of small and medium-sized businesses may utilise the study's findings to boost their companies' productivity. The results showed that supply chain management processes (SCMP) significantly affected supply chain

performance, but CRM had a much smaller effect.

## METHODOLOGY

### Research Design

There was an attempt made to synchronise such KPIs with retail and supply chains. Metrics that might be useful for measuring these problems were also explored. Several operational characteristics from the current literature on performance assessment are used to categorise the structures presented in the prior chapter.

### Sampling Design

The sampling plan is fundamental because it provides the basis for ensuring that the raw data gathered are really representative of the intended sample. Methods for deciding on a sampling frame, a sampling strategy, a suitable sample size, and the identification of important informants will be covered below.

## RESULTS

### Retailers' Profile

We received 207 responses for the Retailers Version. Paper surveys, electronic mails, Google documents, and Linkedin.com were all used to collect responses. We have 207 replies; 156 are managers, 9 are directors, and 3 are the CEO or president. There are 39 people that chose the 'other' option (Figure 4.1). 156 of the 207 respondents identify as managers, 9 as directors, and 3 as CEOs or presidents. There are 39 people that chose the "other" option (Figure 4.1).

**Table 4.1 job Titles of Respondents (Retailer Version)**

| Respondents | % |
|---|---|
| CCO/President | 1.4% |
| Director | 4.3% |
| Manager | 62.1% |
| other | 32.2% |

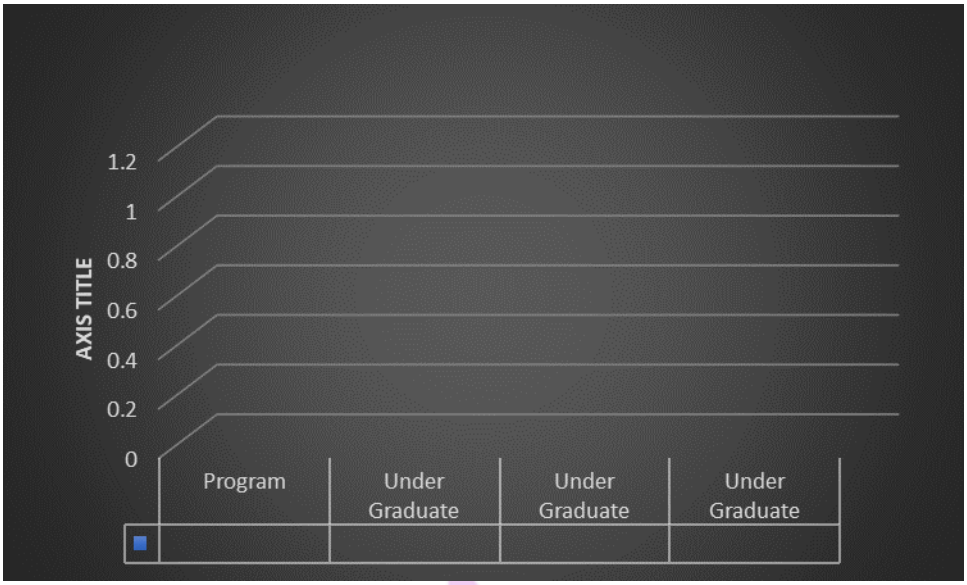



**Figure 4.1: Job Titles of Respondents (Retailer Version)**

Participants were prompted to check out their current occupation. Four in five (89) of the respondents work in some kind of retail, whereas just one in ten (27 people) are warehouse workers. 1 in 5 comes from "manufacturing/production," 2 percent from "materials management," and the remaining 7 percent each come from "sales and distribution," "financial," and "marketing" (Figure 4.2).

**Table 4.2 Job Functions of Respondents (Retailer Version)**

| **Respondents** | **%** |
|---|---|
| Techno-Commercial | 6% |
| manufacturing/production | 2% |
| Ware housing | 13% |
| Marketing | 7% |
| Finance | 9% |
| Purchasing | 2% |
| Retail stores operation | 48% |
| sales and distribution | 12% |

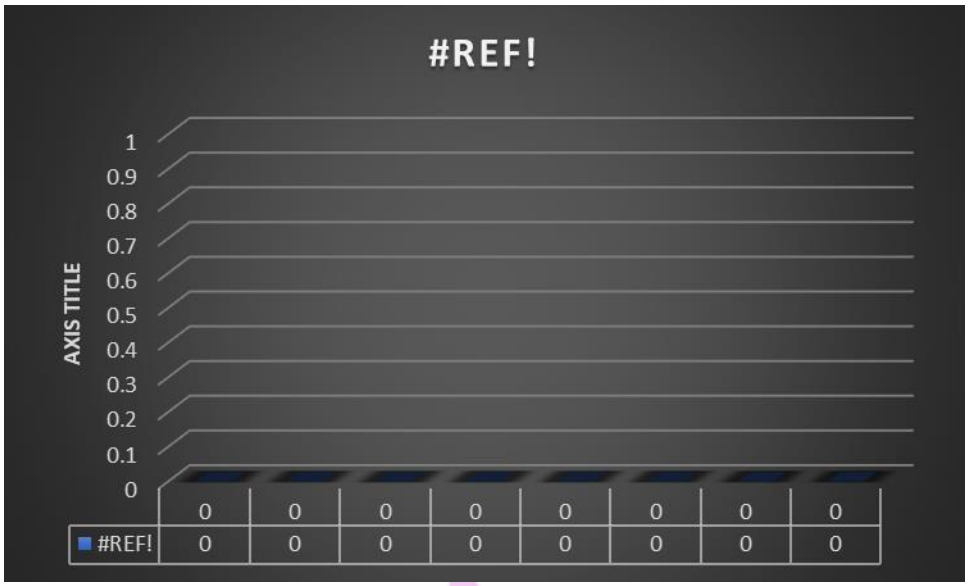
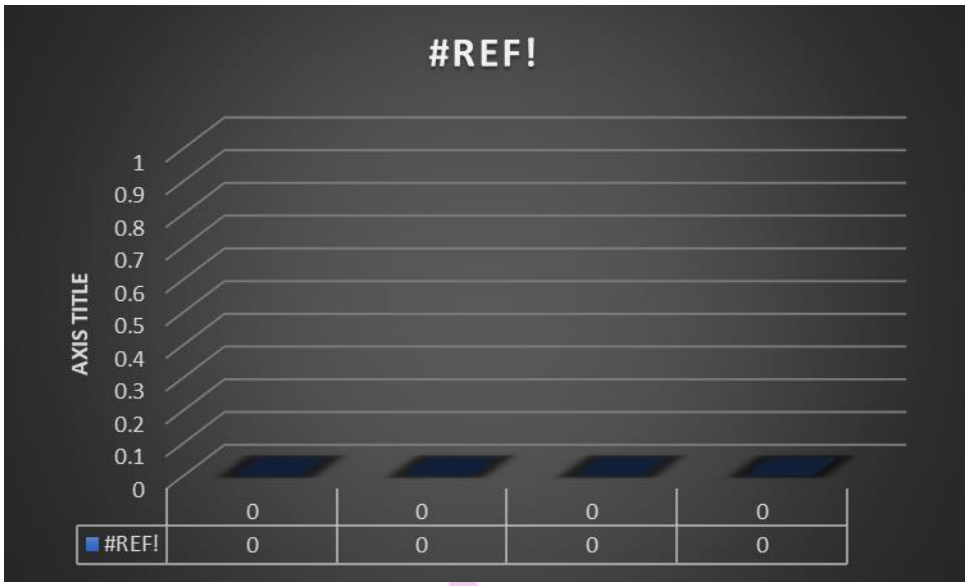



**Figure 4.2: Job Functions of Respondents (Retailer Version)**

For the education level, 143 (or 69.1%) of the 207 respondents selected "Bachelor's Degree," 46 (or 22%) selected "Master's Degree," 13 (or 6%) selected "Doctoral Degree," and 5 (or 2.1%) selected "Other" (Figure 4.3).

**Table 4.3 Level of Education of Respondents (Retailer Version)**

| **Respondents** | **%** |
|---|---|
| Bachelors Degree | 69% |
| Masters Degree | 22% |
| Doctor's Degree | 6% |
| others | 2% |




**Suppliers' Profile**

This section discusses the characteristics of the Supplier Version sample, including respondents' job titles, functions, levels of education, years of experience, number of years with their current organisation, the existence of a documented integration programme, and the length of time they have worked with their key suppliers (both in the long and short terms). In all, 200 suppliers participated in the survey for the Supplier Version. Paper surveys, electronic mail, Google Docs, and Linkedin were used to collect responses.

Out of the total 200 responders, 138 are managers, 27 are directors, and 4 are the CEO/president. There are 31 people that chose the "other" option (Figure 4.4).

**Table 4.4 Job Title of Respondents (Supplier Version)**

| **Respondents** | **%** |
|---|---|
| CCO/President | 2% |
| Director | 13.5% |
| Manager | 69% |
| other | 15.5% |

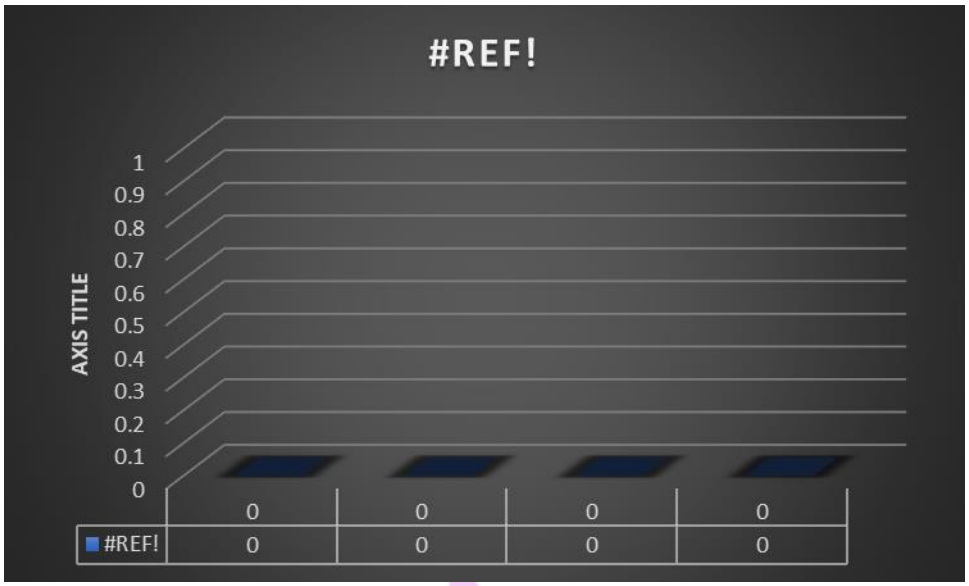



**Figure 4.4 Job Title of Respondents (Supplier Version)**

Participants were prompted to check out their current occupation. Almost half of the respondents (98 people) work in retail store operations, while another 11% (22 people) are in warehouses, 9% (18 people) are in finance, and 3% (6) work in sales and distribution. 3.5% from "marketing," 8% from "techno-commercial," and 4% from "buying," totaling 12.5%. 7.5% (15) from "materials management," and 4% (8) from "manufacturing/production." Only 1% of the sample selected "others," which was selected by 2 people (Figure 4.5).

**Table 4.5 Job Functions of Respondents (Supplier Version)**

| **Respondents** | **%** |
|---|---|
| Techno-Commercial | 8% |
| Manufacturing/Production | 4% |
| Ware housing | 11% |
| Marketing | 3.5% |
| Finance | 9% |
| Purchasing | 4% |
| Retail stores operation | 49% |
| sales and distribution | 3% |
| Materials Management | 7.5 |

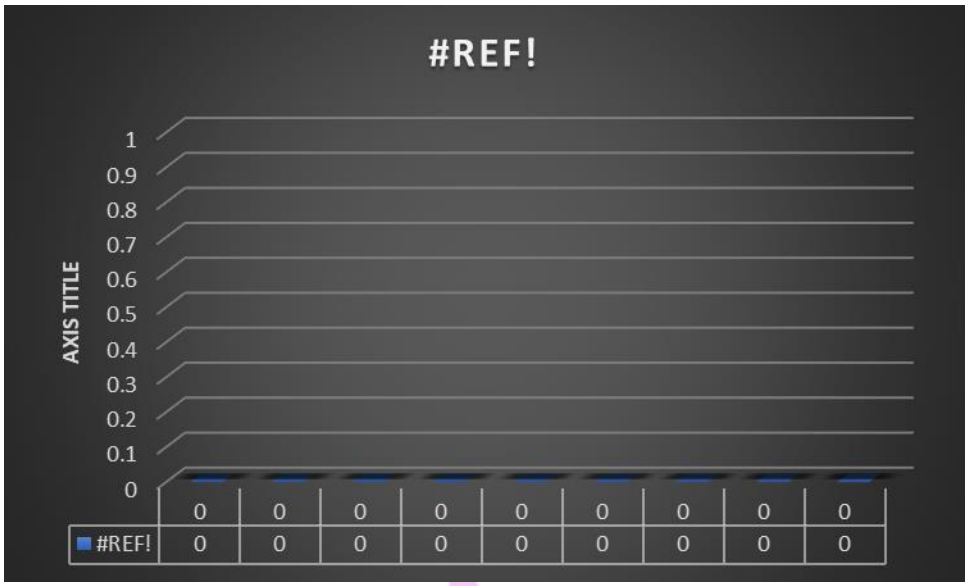



**Figure 4.5 Job Functions of Respondents (Supplier Version)**

Just under half (96) of the respondents (48%) have reported having a bachelor's degree. Out of them, 81 (40.5%) selected "Master's Degree," 3 (1.5%) selected "Doctoral Degree," and 20 (1.0%) selected "Other" (Figure 4.5).

## CONCLUSION

With the blurring of national boundaries across the globe; the economic, legal and social environment has become much more complex and competitive. This accompanied with rapid advancements in technology has led to the proliferation of products, and has bestowed the customers with ample amount of variety to choose from, without having to compromise on quality and functionality. This has not only raised customers‟ expectations but has also increased the cost of production, which coupled with shortening product life cycle has further burdened the dwindling resource base.

## REFERENCES

1. Kumar, Anil & Singh, Rohit. (2022). Supply chain management practices, retail outlets attributes and organisational performance: a case of organised food retailers in India. *Journal of Global Operations and Strategic Sourcing*. 10.1108/JGOSS-12-2021-0107.

2. Ojo, Lekan & Adeniyi, Onaopepo & Ogundimu, Olajide & Alaba, Olasunkanmi. (2022). Rethinking Green Supply Chain Management Practices Impact on Company Performance: A Close-Up Insight. *Sustainability*. 14. 13197. 10.3390/su142013197.

3. Ware, Emmanuel & Karikari, Docia & Agbanu, Christian & Martey, Mary & Poku, Michael. (2022). Impact Of Supply Chain Management Practices On Customer Satisfaction: An Exploratory Study Of Medium To Large Enterprises In Ghana. *American Journal of Industrial and Business Management*.

4. Al-Awamleh, Hasan & Hasan, Khaled & Al-Awamleh, & Alhalalmeh, Dr. Mohammad & Alatyat, Zakarya & Saraireh, Shadi & Akour, Iman & Alneimat, Suleiman & Alathamneh, Farah & Abu-Farha, Yasmen & Ibraheem, Sulieman & Alhawary, Sulieman. (2022). Uncertain Supply Chain Management 10 (2022) *Uncertain Supply Chain Management The effect of green supply chain on sustainability: Evidence from the pharmaceutical industry A B S T R A C T. Uncertain Supply Chain Management*. 10. 10.5267/j.uscm.2022.8.002.

5. Xu, Heyan & Zhao, Changheng. (2022). Supply Chain Management Practices Influence Supply Chain Performance With Mediation Role of Innovation and Moderation Role of Top Management Support. *Frontiers in Public Health*. 10. 10.3389/fpubh.2022.813828.

6. Luca Cagnazzo, Paolo Taticchi and Alessandro Brun, (2010), The Role of Perfoimance Measurement Systems to Support Quality Improvement Initiatives at Supply Chain Level, *International Journal of Productivity and Performance Management*, vol. .i9, iss: 2, pp.163-185

7. Lummus R.R., Duclos L.K. and Vokurka R.J., (2003), The Impact of Marketing Initiatives on the Supply Chain, *Supply Chain Management: An International Journal*. vol. 8, nos 3-4, pp. 317-23.

8. Mark Johnson and Simon Templar, (2011), The Relationships between Supply Chain and Firm Performance: The Development and Testing of a Unified Proxy, *International Journal of Physical Distribution and Logistics Management*, vol. 41, iss: 2, pp.88-103

9. Marquez A. C, Bianchi C. and Gupta J. N. D., (2004), Operational and Financial Effectiveness of e-CoUaboration Tools in Supply Chain Integration, *European Journal of Operational research*, 159, pp. 348-363.

10. Melnyk S., Stewart D. M. and Swink M., (2004), Metrics and Performance Measures in Operations Management: Dealing with the Metrics Maze, *Journal of Operations Management*, vol. 22, pp. 209-17.