This thesis presents a step-by-step approach to explore supply chain management environment of organized non-livestock retailing. Systematically focusing on organized non-livestock players, factors affecting supply chain performance, supply chain practices, competitive advantage, organizational performance helped to discover key supply chain performance indicators. These indicators are helpful in developing the model for measuring SC performance of organized non-livestock retailing. By applying this systematic approach, the title of the thesis is justified. Many people contributed to the completion of this thesis, so I feel it to be the ideal place to express some words of thanks.

I started teaching as a career in 2000 after completing my MBA degree from Punjabi University, Patiala (India). After that I was extremely burdened with administrative responsibilities and could not find time to start Ph.D. Many ideas came to my mind with unclear tunnel end, but I did not give up. Luckily, in 2007, I met Prof. H.S. Sandhu at Guru Nanak Dev University, Amritsar and requested him to help me in my Ph.D. This was the greatest turning point in my life. He asked me to explore in supply chain management and advised me to visit MDI, Gurgaon, a leading management institute in India. I visited MDI and met Prof. B.A. Metri and requested him to co-guide me for Ph.D. He immediately agreed to help me. Later, Prof. Sunil Chopra and Prof. Antony Paulraj both from USA provided me highly valuable insights to work on organized retail supply chain management. I talked to Prof. Janat Shah and many other professors at IIM, IIT and MICA, the leading institutes in India. They also provided me valuable insights to see the tunnel end.

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Place: Patiala

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