SUPPLY CHAIN MANAGEMENT (SCM): A CASE STUDY OF SELECTED FIRMS IN INDIA

THESIS
Submitted to the University of Mysore
in fulfillment of the requirement for the degree of

DOCTOR OF PHILOSOPHY (Ph.D)
IN
BUSINESS ADMINISTRATION

By
ROUHOLLAH ZAHEDIRAD, MBA.
B.N. Bahadure Institute of Management Sciences,
University of Mysore, Manasagangotri, Mysore-570 006

Under the Guidance of
Dr. B. SHIVARAJ, MBA, Ph.D
Professor, B.N Bahadure Institute of Management Sciences,
University of Mysore, Manasagangotri, Mysore-570 006

B.N. BAHADURE INSTITUTE OF MANAGEMENT SCIENCES,
UNIVERSITY OF MYSORE, MANASAGANGOTRI,
MYSORE-570 006, INDIA

2011