

## CHAPTER II

### REVIEW OF LITERATURE

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Literature survey is the method which gives the proper idea and understanding the subject of research. Literature for the research subject may be collected from the various journals papers published. Papers published in various journals give the better explanation of the topic of research. The beneficial part of the literature survey is the current update and the latest research carried out in the world for e.g. the latest trends and researches carried out in the supply chain management by using various software systems is understood by different papers published in the journals. From the literature survey the different functions of supply chain management studied that is manufacturing supply chain management and retail supply chain management and buyer supplier relationship.

#### **1) Andrea Stocchetti and Elena Scattola(2011)**

Studied supply chain management in Indian production as a retrospective view of study. Authors had focused mainly on the purchase and the supply which is the important factor of the Supply Chain Management in both manufacturing and retail supply chain industry. There is difference in the traditional Purchase and Supply approach and the Supply Chain Management Concept. There are important functions like employees skills, costing of the product and the process, bargaining power etc. which are discussed. Authors had concluded that the Supply Chain Management is having great ability and scope for the efficient working.

#### **2) Andreas Reichhart and Matthias Howleg (2015)**

Studied supply chain management and reviewed the right supplier park for the supply chains. The concept of supplier part was introduced in 1992 in Abrera, Spain. Nowadays auto component manufacturer do not keep the lot of inventories instead they put the contracts with suppliers to keep inventory in vicinity of their production plant that the supplier should supply the raw material whenever the manufacturer

needed that that place to keep the inventories nearby the place of plants is as suppliers park. Authors was having basically three objectives for this study as to ground this discussion by providing a consistent various form types of supplier parks, second to identify the dependencies of the form of supplier parks and product and third to asses to suitability of the suppliers parks of different supply chains. Modular supply itself is combination of modularization of the product information and outsourcing of the manufacturing operation. From the suppliers park the investment benefits of sourcing were identified. 1) Suppliers park -Synergies and cooperation between buyer and suppliers suppliers, Simply social relations and increase commitment, Increase availability at public invetives. 2) Co-location-Reduce transportation costs, Increase delivery reliability, Cope with demand uncertainty, Demonstrate commitment, increase face to face contact, increase organization and technology integration. Modular supply-Focus on core competitions, increase responsiveness, Reduce complexity, Free up floor space in final assembly, improve financial figures, decrease unit costs, increase product quality. From the study it was concluded that the supplier park is a concept which help to improve the performance of supply chain management for the manufacturing industries

### **3) Animesh Tiwari and MeghaJain (2013)**

Analyzed Supply chain management for cloud computing supply chain management basically involves transportation of goods, Supervision, from wholesaler retailers, manufacturers and finally to customer by using the technology and methodologies to make the system optimized. SCM involves these complexities and long procedures therefore to make the system simple and convenient. Information technology and computer based programs plays important role in the SCM process. Supply chains involves many parameters like design, planning, execution control and creating net values and all these activities need to take decisions and therefore the IT Support gives the flexibility to business by taking value added decisions. Cloud based system is one of the programmed IT support which provide real time inventories and shipment to improve the tracking of logistics to reduce the inventory and logistics costs. From the study it was mentioned by the authors cloud computing is having the following advantages in the SCM as Forecasting and planning, Source and procurement, Inventory management using wireless devices, Collaborative design

and produce development Logistics management. As well as cloud computing add the benefit of increase in the efficiency, scalability and security to supply chain management system.

#### **4) Chein Ho Wu (2007)**

Studied the quantitative methods and focused on application of Grey relational Analysis and RIDIT analysis to Likert scale surveys. Likert scale is one of the most commonly used methodology for the behavioral analysis in social and management studies. In this work authors had used two methods i.e. Grey relational analysis and RIDIT analysis to analyze the data from Likert scale surveys in various fields. The traditional statistical methods used for the data analysis were depends on the populations and variances of samples and if the population changes the reliability of the method therefore GRA is a technique used to give the reliability solutions extracted from the statistical methods. It was concluded from the study that grey relational analysis and RIDIT analysis gives proper data analysis results for Likert scale survey data.

#### **5) Christies T. Chalyvidis (2015)**

Overviewed Supply chain management to understand inter polarity of supply chain to measure the performance of supply chain. The inadequacy in the performance measurement of supply chain the major barrier for the successful collaboration of supply chain for the study of the parameters were identified as competitive, micro economic systems, marketing theories of organization other social psychological/ social exchange, inventory, institutional decision, innovation, psychological theories for individuals etc. For the logistics and supply chain management in percentage contribution is tabulated. To understand the supply chain process in depth the various factors associated with it had given some reference with it had given some reference as autonomy belonging, connectivity diversity, emergence analyzed to understand the significance of them. The evolutionary process of performance measurement is plotted against complexity to understand the various parameters like performance measurement recommendation, performance measurement frame work, inter organizational performance measurement system, inter organization performance measurement system and the ultimate performance

was analyzed from it. To improve the performance index of supply chain therefore factors are utilized incentive alignment the level of collaboration index, decision synchronization and information sharing. Further nine most important parameters of supply chain management for performance measurement are used as commitment, Communication, Sharing, Trust, Profitability, Market share, Corporate social responsibility, Employee attitude, Innovation and improvement and customer satisfaction. From the study, the conclusion drawn by the authors was instead of the use of great number of frameworks and tools for supply chain performance measurement. The drawbacks and problem of the typical performance measurement systems should be addressed.

#### **6) David B. Grant (2014)**

Studied supply chain management process to overview, the transaction relationship dichotomy in logistics and supply chain management relationship with supplier and customers partnerships with the suppliers had received lot of attention amongst the researchers since the modernization takes place in the supply chain processes. Transaction relationship dimensions like timeliness, price and availability having much importance compare to the relationship of customers which includes integrity trust and commitment for providing the service through supply chain process. Firms are in the favor of adding value added customers services which in turns gives the enhancement in the better services provided to the customer in future. Author had developed one offering and timeframe matrix which had discussed regarding commodity offering differentiated offering with relation to the short term and long term commodity offering and premium transition with call off contact and marketing relationship. Many managerial persons do the practice falsely in which they include their personal profit and due to that the system do not work so effectively by which it must have to run. The study was carried out in the Scottish food processing industry. The areas for the study identified by the researcher as Customers service satisfactions, Suppliers and relationship, Other comments on the procession. After collection of data and to study the model for investigating transaction and relations was prepared to evaluate the global satisfactions which included as Price, Quality of service, Product quality, Relationship service, Relationship quality. All these factors influence the transaction satisfaction and relationship which finally suggests the

global satisfaction level. From the model various variables are evaluated like price, accurate invoices, availability, on time delivery, complete orders, accurate orders, appropriate OCT, product arrive undamaged consisted OCT, delivery information, product arrive to specifications, consistent, product quality, ongoing communications, easy ordering action on complaints, return policy, after sales support, delivery time, helpful customer service, representation customized services, trust, commitment, integrity supplier, information and importance, overall superior quality feelings towards supplier relationship power, ability to switch future purchase intentions. From the study author had drawn the conclusion that a logistic customer service and relationship were the important factors for better supply chain management.

**7) Davivd Simuchi Levi, S.David Wu, Z.MaxShen (2004)**

Studied supply chain analysis and e-business. Supply chain analysis includes various quantitative models that can characterize the different economic structures of the supply chains. SCM inspires for joint ventures operations research for the development of SCM process. The following factors are focused in this study by the authors as-The new paradigms for supply chain analysis, Auctions and bidding, Ordinations of supply chains in e-business, Coordination of multi channels of SCM and Design of network, financial services and IT. From the study authors had concluded that the quantitative analysis of supply chains is changing their nature by the introduction of emerging IT technologies and e-business.

**8) Deepkia Joshi, Bimal Nepal, Ajay Pal Singh Rathore, DiptiSharma(2013)**

Studied supply chain management to see its competitiveness of Indian automotive component manufacturing industry. In India auto component manufacturing industries were started in 1960s. The nature of those companies was small and medium scale industries but nowadays it has become industries with high economic importance. The key performance indicators on competitive priorities are as Customer demand, Quality, Cost, Delivery, Technology used, Flexibility, Business relationship, Business environment, Competitiveness etc. As the automotive manufacturing industries come into demand automotive supply is also shaped by the dynamic business environment. In dealing with the fluctuations in the demand of national and international market organizations has to think on their policies. The

effect of these policies may be seen on the demand conditions, human resource skills outsourcing decisions, location selection, Asset cost infrastructure, Economic environment etc. Research methodology includes case study of tier I Indian automotive companies by forming questionnaire with the help of literatures. The methodology sequence for the questions is as Define the research questions, Investment development, data gathering, Analyze data, Discriminate the findings are important to consider in the study. Data collection depends upon the following factors selection for case organization, profile of the case organization, Profile of the selected respondent. Data was analyzed by statistical tools ANP computations in MATLAB was used. The results were drawn from the study as the complexity of the interaction between performance drivers and the respective management actions has impact on the competitiveness of a firm.

**9) Douglas M. Lambert, Keely L. Croxton, Sebastian J., and Garcia-Dastugue (2001)**

Studied the supply chain management and developed the certain processes and methods which help to design and implement the supply chain system in an organization. The process of SCM is mainly consists of the key factors i.e. customer relationship management, customer service management, demand management, order fulfillment, manufacturing flow management, procurement, product development and commercialization, return management. Interlinks and correlation of these factors is studied by the authors and the systematic representation of the same is demonstrated by the designing the methodology for implementation of the SCM in an organization. For implications and research opportunities authors had determined several things as follows Relationship between the sub processes & functional factors, Optimization of supply chain management processes by works of cross functional teams, Type of research needed for further definition of each process, The benefits of the supply chain management to optimize the system cost.

**10) Frank F.Britt, David C. Anderson, and Donavon J.Favre(2011)**

Studied supply chain management and focused on seven principles of supply chain management. In recent years manager's role is like a rope one end of that rope is pulled by the increasing demands of market and another by the management for the

growth of profit. Author had focused on the seven principles of sun which contributes a lot in the SCM to make the system convenient and smoother. Following are the factors to consider for the study segmentation the customers depending upon their needs and to adopt the SCM accordingly to gain profitability. Customization of the network of logistic for the convenience of customer, Studying the market situations and planning for the fluctuating demands from market, Managing the sources by using strategies that reduces the cost of materials and services, Development of the supply chain technology that support the multi channels of SCM, Performance measurement of the supply chains to evaluate the process of SCM. While need based segmentation carried out the following points must be considered for the SCM as order fulfillment requirement and sales and merchandize needs by which different brands and products may get segmented. There are key aspects of supply chain technology strategizes operational and transaction management planning and decision support, Strategic analysis, which gave the proper flow of goods, materials and services.

#### **11) Francisco J Ferriol and Josef Mulla (2013).**

Studied supply chain management with special reference to automotive manufacturing. SCM is well studied by many scientific works but it is difficult to find a complete SCM department with roles and responsibilities by company. It is recommended that SCM and lean manufacturing should be started from top management but in practice top management is not getting involved in the company's distinctive logistic capabilities. The objective of the study was to organizational change in which SCM is acts as an engine of an origination. In many companies there is not separate department of SCM like purchasing, manufacturing, quality, finance sales or marketing. There must be right SCM department with the right roles to achieve organization's goals. Author had given different proposals for organizational change from bottom management to the top management and drawn the results that the main problem in SCM organization is that there is split in different people and they are not organized.

### **12) Dr. Hanna EI Sayed (2013)**

Studied supply chain management to identify key performance indicators analysis of supply chain management. Supply chains are continuously facing the fluctuating demands and to get the desired performance from the working has to monitor its operations continuously and that is done through the different method of performance measurement of supply chains. Many industries are not making this practice in regular manner and therefore they have to do some reengineering processes and that require some more efforts. FMCG companies has initiated the use of sales and operational planning process to get the raw data and much meaningful data after the processing to help to improve the methodologies and services of supply chain management. Authors had described the extended supply chain which includes product design, market research raw materials producer, manufacturer, distributor, retailer, retail customers logistics provider, fiancé provider business customer which helps to analyze the supply chain process and provide meaningful more profits.

### **13) Ivana Plazibat and Sldana Brajelic (2007)**

Studied supply chain management in retail industry. Industries always want to change their ways of business to improve the profitability and efficiency and new approaches to customers by using different technologies and concepts of business that always turned traditional retailer's operational and technological challenges. The successful run of supply chain management will achieve the good profit and increase in the customer satisfaction. The main challenges for the retail industries are uncertainty a product, market, transportation, prices and complexity of the market place. Efficient managing of supply chain should increase the customer satisfaction and increase in the efficiency and profit of the retailer to increase the SCM performance by intergaration of the internal functions in industries and the effectively linking them with the operations of suppliers, customers and other supplier partners who had active participation in the supply chain process.

Efficient consumer response is a methodology commonly used for the manufacture and retailer for reducing the inefficiencies in the supply chain process and fulfilling the need of customers.

#### **14) James Roh, Paul Hong, and Hokey Min (2013)**

Analyzed and reviewed as the appointment of chief supply chain officers to top management teams through a contingency model of first level antecedents and consequences. This study investigates the need of chief supply chain officer to top level management team to improve the working of supply chains in industries. Both the authors had explained, the importance of CSCO to improve the overall operations of organization by coordinating all the SCM functions and to advocate the proper work to correct person. The hypothesis made by authors as the performance of an organization depends upon the degree of internal features appropriately matched with the demands of the situations. Authors had developed one conceptual model which was included. Firm's strategic choices are Coverage internationalization, Diversification. Which offer the hypothesis implementation gave likelihood of a CSCO being appointed to the TMT and then the performance of the process is evaluated for the study 1500 firms were selected different analytical techniques also allow to researchers to model the appointment of a CSCO to the TMT for avoiding problems of supply chain management. For the further analytical study the following factors were considered as CSCO introduction, debts/assets diversification internationalization, TMT size, revenues, Acquisitions, average TMT tenure, ROA and COO presence. Descriptive statistics and pairwise correlations by calculation mean and standard deviation P value calculated which was ( $P < 0.05$ ) which means that there was significance of the factors. Then the data was taken for regression model for CSCO introduction and two tailed tests games the significance for all the values. Similarly the entire hypothesis were checked and that gave significant within the factors. The interaction plots were used to analyze the comparison between different factors. This study provided the insight for the role of management persons on the performance of the supply chain process.

#### **15) K.Kely L Croton (2014)**

Studied supply chain management processes to understand its importance and significance over the process of industries. Authors had identified eight key processes that are the core of supply chain management as customer relationship management as customer relationship management, customer service management, Demand

management, Order fulfillment, Manufacturing flow management, Procurement, Product development and commercialization and Returns, management, these parameters of supply chain management having mutual relationship among each other. There are two factors Strategic sub processes and Operational sub processes which were having processes interfaces with the help of the process parameters and each parameter is having its own strategic planning to execute its performance. After completion of all the parameter, the implementation of all these parameters of various departments carried out such as marketing research and development, logistics, production, purchasing and finance. It was concluded from above study that after implementation of all parameters of supply chain the efficiency of the process is getting improved and the great deal of customer satisfaction attained.

#### **16) Leigh sparks (2013)**

Studied supply chain and retailing. Retailers are nowadays become dominant partners in the supply chains by using their positions and making partnership with suppliers and logistic service providers. Author had studied ongoing changes in supply chains and logistics from supply chains and drawn the solutions. Earlier the concept and positions of supply chain was different. There was ware housing and transport instead of logistics or central distribution centers stating structures were simple, there were no IT System were used not telephonic orders only paper based orders are there, there were less traffic, few delivery restrictions but no need of timely delivery and Nowadays there are centralized distribution centers available, the system becomes highly complex and managerially demanded and systems dependent delivery pattern became complex, there are multiple channels to the markets. Logistics and supply chains becomes integral parts of business, Inventories are very tightly controlled, 24/7 operations are carried out by SCM dept. There are few challenges to the supply chain management as the ability to delivery end to end capability, Problems with sourcing, Availability, How to make multichannel operations. The authors had concluded after the study that retailers had transformed their of supply chain solutions through their management and organization.

### **17) Maman Habib (2011)**

Studied the supply chain management and its evolution. The study is overviewed on the following points. Analysis of SCM overviews made by other authors, Overview of SCM for secondary data, Definitions of SCM and evolution of SCM, Trend analysis of SCM and its future scope, Authors had explained the changes carried out in different areas in different years, which gave the progress carried out in the SCM methodology by time to time.

### **18) Melody J. Hsio, Sharon Purchase, Shams Rahman (2014).**

Studied supply chain management to find the impact of buyer supplier relationship and purchasing process on the supply chain performance. The performance of the supply chain management is basically depends upon buyer supplier relationship and purchasing processes. Authors had three main objectives for the study 1) To identify the determinants affecting the performance of the retail supply chain level 2) To define the antecedents related to each determinant 3) To present the conceptual model for particular context. The region for the study was taken as Taiwan. Conceptual model formulation for supply chain performance relates to buyers suppliers relationship and purchasing process because all the activities in section closely associated with these factors. Buyer supplier relationship includes some important parameters to study that are trust communication interpersonal relationship operation power dependence which are having importance to improve the performance of the supply chain management. Trust is the prime important factor which is having the following influence such as. 1) Decrease transaction costs in an exchange of relationship. 2) Reduce long term orientation. 3) Increase long term orientation. 4) Willing to make idiosyncratic investments. 5) Willing to engage in future business opportunities. 6) Facilitate cooperative transaction. Similarly, all the factors add such influence on the performance of the supply chain management. Purchasing processes involve supply contracts, parallel imports to make the balanced purchasing. Measurement of the performance of the supply chain is crucial to trial the effectiveness. There are different types of measures such as financial measures, non-financial measures. It was concluded in this work is contribution of the buyer supplier relationship in the smooth and fluent working of supply chain management

### **19) Mohua Banerjee, Manit Mistra (2015)**

Studied retail supply chain management practices in India to understand the effectiveness of it for the organization it is important to understanding add expectation of the supply chain management practices. In retail supply chain management there is one important problem is to keep huge amount of information regarding manufactures, distributors, sales agent retailer etc. SCM is associated with their all information concern to all business and they must be coordinated for the flow of the product. India is an emerging market in the global retail market and remained in a huge market for retailers with good growth in the retail market. Basically supply chain is identifying the strategic nature of coordination within a specified area. The performance of whole supply chain is related design, developing, synthesis, establishment and control of supply chain. Every linkage is having the significance over the specific customer area and specific supplier. In an emerging and changing conditions for business environment organization has to leverage the information regarding their customers, market place and business operations for the benefits and opportunities from the competitive advantage. In India retailers are still striving for the more competitive advantage and they are looking for more investments in the business. Increasing GDP of India higher disposal income and increasing urbanization are the reasons for the growth of retails markets in India. In India there are not only highest retail outlets but also there is highest density of retail market. In India there are some constraints to the business inadequate investments in technology. Strategic supplier relationship, customer relationship, level of information sharing, level of information quality and postponement are the factors of SCM measurement. Authors put some objectives for their study as to identify the dimensions of SCM practices and competitive advantage, to make an information sharing with suppliers as a practices in SCM. The following factors are considered for the study of Supply chain characteristics, Level of information sharing, customer relationship, supply chain integration, Quality of information sharing, JIT capabilities, Inclusion in strategic decision making, Involvement in product quality and development, Mutual trustworthiness. For the analysis of above mentioned factors, reliability analysis and bivariate correlation used by the authors. From the analysis results were drawn as

dimensions of the design of the study having competitive advantage as acceptability product, service, and customer uncertainly.

**20) P.R Ingole, R. T. Saudagar, T. R. MohodA. M. Choube(2013).**

Studied supply chain management with special reference to manufacturing industries. Supply chain management is a software solution which includes planning, coordination, implementation and controlling the transportation of goods and materials to improve the performance of the supply chain process the optimization of supply chain process for all the activities associated with it is necessary. The scope of SCM is mainly depends upon the logistic activities which is classified in three categories- In bound logistics, Store and line feed, Outbound logistics. Inbound logistics is an early or first part of logistics it involve the transportation of flow of goods or materials inside the company. It is again having three parts as Direct inbound logistics, 3PL inbound logistics. Milk run inbounds logistics. Store and line feed involves the activities of flow of material from bins or trays to the shop floor for machining or assembling in which tagging separation in between the components and that will add certain benefits for working Outbound logistics is the transportation and flow of goods and materials from one industry to another for having the further processing or from industry to another industry for packaging. The study was concluded with the statement that supply chain management (SCM) helps to develop the efficient and reliable supply chain process to increase the maximum profitability.

**21) Piering Pippa(2014).**

Reviewed supply chain management process to understand the information sharing in buyer supplier relationship. The basic aim of the study was to evaluate the performance in buyer supplier relationship through the measurement of intensity and effectiveness of information flows between the factors associated with supply chain management. The study was carried out in Indian telecommunication firm who had adopted e-supply chain station. The changing scenario in market and products, demands of customers, the linkage and chains of supply of product the adoption of portal is getting necessary to make the competency in the globalized market. The role of Act i.e. information and communication technology is considered and identified its

importance and significance in supply chain management. The role of internet is vital in the working process of supply chain there are many variables associated with SCM which are important to study and understand their significance for the performance benefits of Supply Chain Management. Earlier there were conventional modes of working which were responsible for quality, price, geographical locations, time delivery, flexibility etc. But nowadays the globalization puts lots of challenges in front of the industries to stand in the market with keeping the better competency. Therefore to stand in the globalized market many modern tools of management are adopted by SCM industries one of them is clean SCM which add the certain benefits like nature of competition, purchasing decisions, information exchange skill management delivery process, price challenge quality, R&D pressure level in working of SCM. Author had developed the methodology to evaluate supply chain by which the activities associated with SCM like planned order procedures, supply chain partnership, production level, delivery link, customer service and satisfaction, supply chain finance and logistic cost which are having their own performance objectives and metrics by which these activities are being measured. It was concluded from the study that the methodology forms the study that the methodology adopted by author gives the intensity measure of the performance and supply chain management.

## **22) Rachel Duffy and Andrew Feame (2004).**

Authors had studied supply chain management and focused on the buyer supplier relationship which is useful for an investigation of moderating factors on the development of partnership characteristics and performance. To increase the recognition of the firm who engage in long term partnership improvement in the supply chain management is needed. Buyer supplier relationship is one of the important factor and therefore it mutual benefits to all the parties involved in the process the proper relationship between buyer and supplier needed. Authors had studied UK food industries to see the information from the UK fresh produce supplier. The theoretical work for investigating the buyer supplier relationships was which includes 1) structure of economy 2) structure of polity 3) Relationship climate 4) Relationship performance. Nature and scope of joint activity which gives the clear idea and information regarding the expenditure, profit and the costing for the detail

working of the supply chain process. Nature of dependence relationship gives the proper directions to the power utilization which will make the supply chain process. Nature of dependence relationship gives the proper dependence relationship gives the proper directions to the power utilization which will make the supply chain process smoother. Level of cooperative attitudes and sentiments has the ability to cooperate and look forward the mutual benefit of all parties associated. Financial costs and benefits are needed for having the better control over the financial transactions and financial autonomy of all the segments of supply chain management process. Authors made it very clear that the buyer-supplier's relationship is important to identify the mutual benefit of all the associated authorities and parties and to make the process of supply chain management smooth. It was mentioned that to make the process smooth and fluent the following factors need to be considered 1) Conceptualization of the structure of the economy 2) Conceptualization of the structure of the internal policy 3) Conceptualization of the climate 4) Conceptualization of performance. For the performance measurement and to evaluate the buyer supplier relationship data was collected and that data was processed. There are four factors identified that are economy, polity, climate and performance. The results were assessed by ANOVA and from that following influential variables are calculated. 1) Relationship length 2) Firm size 3) Number of customers supplied, 4) Customer type and 5) Type of product supplied.

### **23) Raskjovic Matevz and makover BrencicMaja(2014)**

Studied supply chain management to understand and buyer supplier relationship and the resource advantage. The main objective of the study was to analyze the specific relationship in transnational company. In the globalized market, industries in different countries have mutual globalization with each other to stand in the globalized market. The working process, working culture and the working conditions at different places varies in this globalized market. The mutual working is required to have the proper working channels and the procedures to meet the demands and fulfill them by keeping competencies in the market. Authors described the various factors which are having the dependencies over the buyer supplier relationships. Relationship based on international, physical assets based on transaction specific investments (TSP), international trust, interpersonal trust, joint planning, joint

problem solving, relationship flexibility, supply relationship competitiveness which are having operational benefits to make the process of supply chain smoother. To study and analyze the data considered to evaluate the performance of the supply chain management. After tabulation of the data mean of the correlation coefficients which gives the interrelations among the data analyzed. The above mentioned factors analyzed by statistical method it was concluded from above study that supplier reform is based on above mentioned factors.

#### **24) Ruben Vrihjoel and LawriKoskela (2000)**

Studied supply chain management in the construction industries. Authors had focused on four roles of SCM in the construction industries. There are few elements which were discussed with comparison of traditional management and supply chain management as Inventory management approach, Total cost approach, Time horizon, Amount of sharing of information, Multiple coordination amount, Different levels that were used in the channel, joint planning, Compatibility of different philosophies, Leadership of channels, The details of risk sharing and the rewards system, Inventory levels.

#### **25) Seungaiage shin and Burak Eksioghu(2015)**

Studied supply chain management to perform the study of RFID productivity in the U.S. Retail supply chain, Radio Frequency identification, of RFID, technology is getting very much popular since 2003 walmart introduced the use. of RFID technology it is having the ability to reduce errors in the process of scanning price and rates of products which had helped them to improve the productivity of their, firm, airhost had explained the use of RFID technology by faking the data collected from the retailers productivity is useful in the analyzing of outputs with limited inputs resources and it is used to help to compare industries. In retail industries sales, transaction wants, labour cost, customer returns inventory to sales ratio etc. are indicators it is difficulty the measurement of productivity of retail due to the tangible nature of retail industries. RFID technology is a wireless technology which reduces many difficulties for the inventory measurement price tags and many other process which includes tagging on the products. The data was collected on criteria like each retail must be listed properly and each must had completed financial data in particular

years. Then to analyse the data regression making was used. Regression was done first with the hel of pooled regression and then fixed effect regression. Atte data analysis the RFID group and non RFID groups were compared for certain years and conclusions was drawn in the a fevaour of RFID data which gives better results to improve efficiency of company.

#### **26) Souresh Bhattacharya, Dr. D. Mukhopadhyay and Dr. Sunil Giri (2014)**

Studied supply chain management for special reference to Indian automobile industry to understand its complexities challenges and way ahead to achieve the good profit. After the economic liberalization in 1990's the Indian auto industries comprise of vehicle and automobile components has grown neatly and performs well in the market with good supply chain practices in India and abroad. Supply chains are the processes which involved through upstream and downstream linkages in variety of processors. The Top two objectives of supply chain management are to reduce the operational cost and to managed the optimize level of inventories for the manufactures. The major complexity of manufacturing industries are they produce thousands of products or components which may comprises of several thousands to subassemblies which required different raw materials, tools and equipment's and to maintain all these things correctly at right time at right place is so important and this difficulty may arises in maintaining the inventories and therefore supply chains has to work very optimistically to face such challenges manufacturing industries of auto component manufacturing

There are five global supply chain challenges described by the author as visibility cost containment, risk management, increased customer demands and globalization. Author had described the three factors for the opportunities for India automobile manufacturing industries are visibility and innovation collaboration and supply network and evolving role of managers and leaders which will provide a way ahead for India automotive supply chains.

#### **27) Sumit Gupta, G.S.Dangayach, Amit Kumar Singh and P.N.Rao(2015)**

Attp model for evaluating manufacturing of the important parameters effecting the process. Sustainable manufacturing and operations having many issues in

manufacturing industries. In today globalization every manufacturing industries want to become sustainable in social, economic and environmental aspects. Author used survey methodology for initial stage of ATTP study for manufacturing sustainability through different practices of manufacturing sustainable manufacturing means that must not affect environment through any of the manufacturing process and it should not pollute environment or it should not harm consumers, employees or other of community. sustainable manufacturing includes Eco design (EC), process design (PD) lean practices (LB) green supply chain management (GSM) product recovery (PR) cleaner production (CP). ATTP i.e. analysis of hierarchy process which is most popular tool for multiple criteria decision modeling (MCDM) and help in the decision making process in complex problems dependings upon matrmatics and human psychology. Step includes structer using the decision problem in to the ATTP model and arrange them according to their common features. Step II, Making comparison by making pairs and formulating judgment matrix. Step III - includes weight calculation by using eight vector related to the principle eisen value gives the respective elements. From the data APTP analysis was done and gives results in the form of importance of the factors affecting environment of the factors of sustainable manufacturing.

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