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Supply Chain Management work as part of E-business

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Abstract

India's domestic economy has opened up as a result of internationalization, making supply chain management (SCM) increasingly crucial. Few papers, according to a review of the literature, document the significance of supply chain management (SCM) to the Indian organization. As a result, the goal of this study is to fill in the knowledge gap by examining the contributions of academics and practitioners to various supply chain difficulties, particularly from an Indian perspective. Several sources were used to gather data on India's current state of supply chain management (SCM) and to adhere to generally acknowledged techniques for conducting such studies. New taxonomies were proposed as a result of the research, which took into account both the data and the methods used. Additionally, this taxonomy may provide key trends and unique judgments for the future of research. An original contribution to the literature on SCM is expected from this endeavour, since there is currently no article in the literature that attempts to summarise the works from India on SCM.

Keywords: - Supply chain (SC), supply chain management (SCM), literature review, India, taxonomy, classification of E-business.

1. Introduction

Technology, particularly web-based international communication between firms, their suppliers, clients, and various service providers, has increased the speed of technical change (IT) (In 2002, Johnson and Whang (When it comes to business operations, collaboration is becoming more and more important as organisations increasingly rely on it. (Clarence and colleagues, 2002). Information technology, new e-business applications, and associated new business models play an increasingly vital role in managing supply networks, as demonstrated by their capacity to provide lower costs and higher responsiveness in their supply chains as a result of e-business investments (Brynjolfsson and Kahni, 2000). (Chopra and Mendil, 2001; Dagenais (2002;2002; 2000), and Lee (2000). There is still a lot of uncertainty about how useful these technologies are for different businesses and in different contexts, as well as how to get the most out of them, despite the initial enthusiasm and some success stories.

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Figure: 1 Supply Chain Management (SCM)

Since the 1980s, Supply Chain Management (SCM) has become a major focus for academics and practitioners around the world. SCM was not a priority for Indian firms because they were functioning in a protected environment until the 1990s, when competition was nonexistent even among local competitors. Licensing was used by the government to manage the majority of enterprises. According to some estimates, India's deregulation of its economy over the past few decades has drawn global players in every industrial area, which in turn sparked fierce internal competition among the country's enterprises in general (Sahay & Mohan, 2003). There are no longer any "protective" boundaries between businesses, industries, or other organisations (Saxena & Sahay, 2000). Despite the fact that India is one of the fastest-growing economies in the world, it need a different strategy to achieve sustained economic growth. Emerging markets brought with them new possibilities, but they also brought with them new competitors. Changing economic and trade interactions within the country are being rewritten by the new norms of information networks and technological convergence. As a result, Indian businesses must now look for methods and procedures that achieve optimal efficiency both within and outside of their operations (Sahay, 2000). A growing number of Indian companies are now realising the need of creating and implementing a Supply Chain (SC) strategy that is tied to the organization's overall business objectives (Sahay & Mohan, 2003). As a result, in Indian firms, SCM is progressing more rapidly as a concept and a business function. Therefore, the current study aims to discover how SCM is spreading throughout Indian academia and industry.

2. Literature review

An overview of the most relevant concepts and theories is provided in this literature review, which focuses on the research problem. To begin, the supply chain and supply chain management must be used to define e-business. These tools and techniques are briefly reviewed after their introduction. In the next section, we'll take a look at how company practises affect the supply chain as a whole. Research on e-business in

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supply chain management faces a number of challenges in this subject. The chapter comes to a close with a summary of the most significant findings from the review of the literature.

2.1 Business defined in relation to supply chain

We begin by defining beginning with supply chain management and ending with e-commerce. Many different interpretations of these concepts exist throughout the academic and professional communities. "flows of products and services from a source to a client" and "three or more organisations directly linked by one or more of the following: (Mentzer et al. 2001a). According to the end-to-end approach, a full supply chain should encompass all of its components, from raw materials to completed items (Mentzer at al., 2001b). The Simi-Levi et al. (2003) extended enterprise concept is similar to this end-to-end view, which includes numerous upstream and downstream firms and various service providers operating inside the supply chain.

As part of an organization's supply chain management methods and systems, continuous improvements are made to all of the organization's integrated processes for product design, purchasing, inventory control and planning (Mentzer et al. 2001a). More and more often, a network of linked enterprises is used to attain these objectives (Golicic et al., 2002; Barrat, 2004).Configuration (design-oriented) and coordination (execution-oriented) challenges are two primary types of supply chain management issues (Swaminathan and Tayur, 2003).

2.2 E-Business tools and methods

Advancement of e-business has made new instruments and strategies that are driving the new interest in e-business ideas. These are generally reliant upon utilization of the Internet to help the inside and outer business cycles of organizations. The critical devices and strategies for e-business incorporate (Bauer et al., 2001)

- EDI (electronic information exchange) and XML (extensible markup language)
- Purchase side e-business applications
- Sell-side e-business applications
- Exchanging trades, i.e., computerized commercial centers
- Joint effort
- Content administration
- Thing recognizable proof

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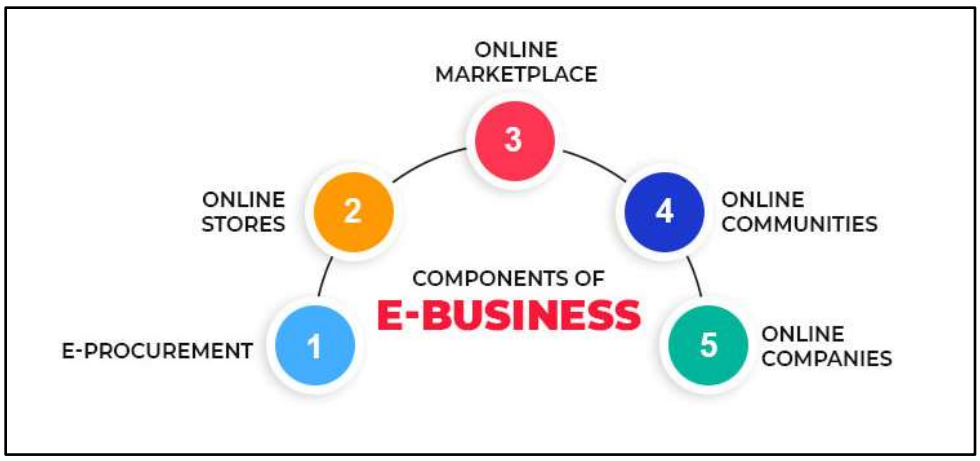

Figure: 2 Development of e-business has created new tools and methods

2.3 Impact of e-business on supply chain management

Many conceptual articles (for example, van Hoek, 2001; Lee and Whang, 2001; Levary, 2000; Cross, 2000; Bowers ox and Daugherty, 1995) address how the Internet and different e-business technologies and approaches effect supply chain management. Many supply chain issues have been predicted to be solved as a result of the adoption of these new technologies and business models, thanks to publications like these. We need this conceptual dialogue to demonstrate the potential of e-business in improving supply chain management. Some have criticised these articles for being overly optimistic about the potential benefits of e-business in supply chain management. The obstacles in implementing e-business applications and working together across the supply chain aren't often discussed in these conceptual papers. According to empirical research, supply chain management can be improved by using e-commerce in the supply chain process.

3. Content-based Classification

- **Entity of analysis:** It may be deduced from Table 4 that there are eight distinct entities. 30 of the 70 articles analysed combinations of entities, which is around 43 percent of the total number of articles. Most Indian studies have attempted to look at SCM as a whole instead of breaking it down into its component parts. In contrast, roughly 27% of the stories aimed to focus on a single entity, typically the company itself. Due to its prominent role in SC and the fact that it has both upstream and downstream relationships to other entities, such as distribution (3 papers), supplier (9 papers), logistics service provider (3 papers), etc., it is only logical that the manufacturer receives more attention than the others. To our surprise, there aren't nearly enough research looking at the interactions between two distinct parties, such as suppliers and manufacturers or retailers and manufacturers alike.
- **Level of analysis:** It is clear from Table 5 that over a third (33% of studies) focus on both 'firm' and 'network' analysis (23 papers each). However, only six papers focused on analysis at "dyad" level (that is, between two stages), which is least desired in the Indian setting. It is consistent with the findings in 'entity of analyses,' where the number of articles dealing with two levels is

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comparatively lower. According to Christopher (2000), 'it is the supply chain that competes, not the individual firm.' This is in keeping with this view.

- **Element of exchange:** If we look at Table 6, we can deduce that asset and inventory exchanges are less talked about in SCM within the Indian context, but there are still 46 publications discussing information exchange (that is, 68%). A common SCM theory holds that information is a critical driver of the SC, and hence, 'information distortion' is a fundamental problem in any SC. Because of this, the majority of Indian researchers and practitioners have placed equal weight on 'knowledge' as a means of communication as they do on other things like inventories and skills. Inventory, the other component, is secondary in importance due to the reliance on information flow that it places on the accumulation of inventory.
- **Area of research (SCM issue):** 'Strategic management,' as seen in Table 8, was a recurring theme throughout the majority of these articles. Reengineering the SC as part of a paint company's strategic ambitions was documented by Sehgal, Sahay, and Goyal (2006) (R15, A1) and Borade and Bansod (2010) (R21, A1) in their studies of vendor-managed inventory procedures in Indian industry. You may find content here that discusses a wide range of topics such supply chain management (SCM), competitiveness (SC), SC implementation (SC improvement), performance assessment, and more).

4. Conclusions

SCM literature in India is unique, and our research supports a real effort to provide an overview of important material. It was A number of taxonomies are needed to better understand the contributions and efforts of academics, researchers, and practitioners. Due to fast changes in economic, technological, and commercial paradigms, the number of publications addressing supply-chain management (SCM) challenges from an Indian viewpoint will naturally increase as more articles are published in academic journals. Because not all of the works on this subject that have been published during this time span have been reviewed, this study has some limitations.

As part of the systematic review technique we used, these results may be connected to the selection criteria we used, which were constrained by those characteristics. Inderscience publishers' research, Open Source submissions, papers presented at recognised conferences, and other Indian publications are not included in this analysis. To see how SCM in India has evolved, the findings of this study can be compared to those of similar studies in other nations. It is intended that this research would serve as a starting point for further investigation. for additional investigation into this essential research topic in order to close the research gap that has been found.

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