

PREFACE

Today we are witnessing a new challenge: the transition from the organizational management to the collaborative inter-organizational management. The last one is centered on creating a chain of processes and organizations that would generate value for all the stakeholders, “end to end value chain” with priority, meaning well mastered, excellent processes, for the best interest of the customer/shopper; it does not have to be well served in a short time, where it is in “his part of life”.

No collaboration can be made in the supply chain without the rapid development of ITC, which imposes new dimensions of innovation in POS, and, especially protocols for Master Data, Global Data Synchronization and others.

The vision for a performance of supply chain is the business integration linked through the information flow starting from the demand management and the capabilities flow of people who manage the processes recognized only by the ones that, finally, want products / services cheaper, faster and with a circumstantial quality of the changing environment (chaotic) in which they live and about its life experience and the utility that the manufacturers and the retail organizations deliver.

Integrating improvement solutions together with collaboration concepts into a cohesive model will provide the future supply chain architecture that will help bring new efficiency and cost reduction for the industry

New business models will on “collaborating to compete” as brand-independent and “smart” supply chain emerge where information (including POS, forecast and inventory data) as well as assets (technologies, facilities and fleets) are shared across the value chain.

The new model of collaborative business is serving customer / shoppers in a sustainable way. The future supply chain model is driven by consumers / shoppers / users. They are originated of the demand signal – from home, any whole location or a store.

Tendencies of the future supply chain are: the future model will be based on multi-partner information sharing among key stakeholders: consumers, suppliers, manufacturers, logistics service providers and retailers; after production the product will be shipped to collaborative warehouses in which multiple manufacturers store their products; collaborative transport from the collaborative warehouse will deliver to city hubs and to regional consolidation centers; warehouse locations on the edge of cities will be reshaped to function as hubs where cross-docking will take place for final distribution; non-urban areas will have regional consolidation centers in which products will be cross-docked for final distribution.

Our monograph, “Supply Chain Management. Fundamental and Support Elements” represents the synthesis of management of research and practicing in two countries for all the contributors. This union of ideas presented in this book provides a new supply chain agenda for the study of the field of supply chain, serves to expand the treatment of integrative supply chain management, by orienting it finally in the context of contemporary business.

Beside the main purpose of writing this book, our goal is also to assemble ideas and personal papers, starting with the experience of organizing the international conference “Supply Chain Management for Efficient Consumer Response” (SCM 4 ECR) at the Valahia University of Târgoviște (www.ecr-uvt.ro) and, mostly, the daring project meant to realize the “Supply Chain Management – Journal” (www.scm-journal.com) magazine.

Our paper is addressed firstly to the academics, but also to practitioners, given the multiple practical approaches, validated in many organizations

The present monograph responds to the preparation of master students in management or marketing, preparing for working in firms which implement good practices in fields like logistics and supply chain management. Based on this knowledge and on some minimum practices, they can take the exam for certification through the ELA (European Logistics Association) network, the CSCMP (Council of Supply Chain Management Professionals) and others.

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