

SUPPLY CHAIN MODELING AND DESIGN

Anshika Sharma

Designation-assistant professor

Email id- anshikasharma 9095@gmail.com

Abstract-

Supply chain management is involved with integrating three keys flows ,between the different stages ,across the boundaries of the companies ;

- Flow of information
- Product/material
- Funds

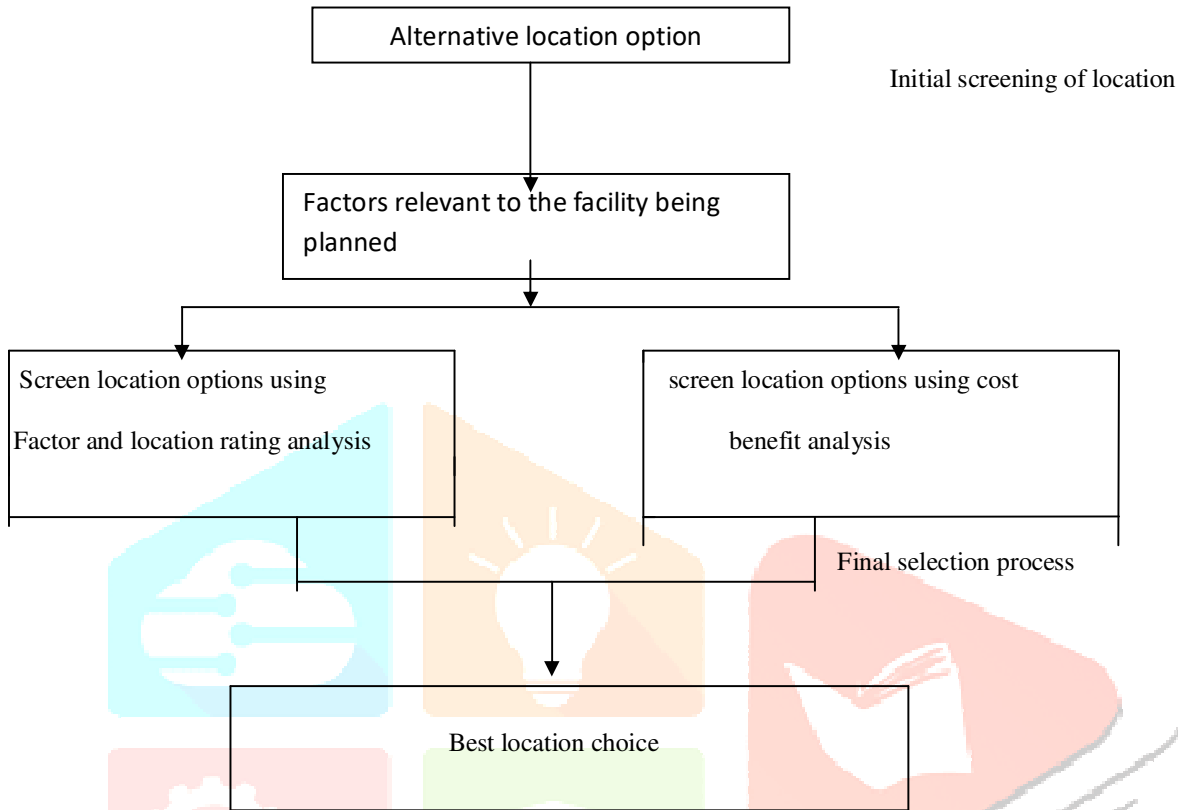
Members of the supply chain act as partners who are “linked” together through both physical and information flows .it is this that makes an effective supp chain. The flows that involves the transformation, movement, storage of goods and material and money are called “physical flows”. These flows are easily visible .

Introduction-

A supply chain management is a network of facilities and distribution options that performs the function of procurement of materials, transportation of these material in to intermediate and finished products to customers .supply chain exists in both service and manufacturing organization ,although these complexity of the chain may vary greatly from industry to industry and firm to firm.

Supply chain management is typically viewed to lie between fully vertically integrated firms ,where the entire material flow is owned by a single firm and those ware each channel members operates independently .Therefore, coordination the between various players in the chain is a key in its effective management .

In essence , the supply chain enables the flow of products ,services and information to go both up and down the chain. Successful integration or coordination of these three flows producers improve efficiency and effectiveness for business organization.



Key words-

Supply chain management, new classical location theory, logistic channel

Reference-B C Arntzen, G G .Brown,T P Harrison & L Trafton, Global supply chain management at digital equipment cooperation, interfaces, Jan-Feb 1995

1. A K. Chaudhary, J.A Harding, M.K. Tiwari “Data Mining in Manufacturing: A Review based on the kind of knowledge”, Journal of Intelligent Manufacturing, 2008
2. Berson A, Smith S, Thearling K. Building data mining applications for CRM, McGraw-Hill; 2000.
3. Cortez P. Data Mining with Neural Networks and Support Vector Machines using the R/rminer Tool, In Proceedings of the 10th Industrial Conference on Data Mining, Germany: Springer; 2010. p. 572–583.
4. Chen-Fu Chien , Li-Fei Chen, “Data Mining to Improve Personal Selection and Enhance Human Capital: A Case Study of High-Technology Industry, 2006
5. EWT Ngai. Customer relationship management research (1992–2002): An academic literature review and classification, Marketing, Intelligence, Planning; 23, 2005. p. 582–605.

6. EWT Ngai, L Xiu, DCK.Chau. Application of Data Mining Techniques in Customer Relationship Management: A Literature Review on Classification, Expert Systems with Applications; 36- 2, 2009. p. 2592-2602.
- 7.E.W.T. Ngai, (2005) "Customer relationship management research (1992-2002): An academic literature review and classification", Marketing Intelligence & Planning, Vol. 23 Issue: 6, pp.582-605
8. Hany AE. Bank Direct Marketing Analysis of Data Mining Techniques, International Journal of Computer Applications; 85-7, 2014.
- 9.Injazz J. Chen, Karen Popovich, (2003) "Understanding customer relationship management (CRM): People, process and technology", Business Process Management Journal, Vol. 9 Issue: 5, pp.672-688
10. JW Han M Kamber. Data mining concepts and techniques, 2nd ed. Morgan Kaufmann, San Francisco, CA; 2006.
11. Ling, R., Yen D. Customer relationship management: An analysis framework and implementation strategies, Journal of Computer Information Systems; 41, 2001. p. 82–97.
12. Mi tra S, Pal SK, Mitra P. Data mining in soft computing framework: A survey, IEEE Transactions on Neural Networks; 13, 2002. p. 3–14.
13. MJA Berry, GS Linoff, Data Mining Techniques: For marketing, Sales and Customer Relationship Management, Indianapolis: Wiley; 2004.
14. Shu-Hsien Liao, Pei-Hui Chu, Pei-Yuan Hsiao, "Data Mining Techniques and Applications." 2012
15. Swift RS. Accelerating customer relationships: Using CRM and relationship technologies, N.J: Prentice Hall PTR; 2001
16. T Munkata. Fundamentals of new artificial intelligence, 2nd ed. London: Springer-Verlag; 2008.
17. Tom M Mitchell. Machine Learning, 2nd ed. McGraw Hill; 2010.
18. Turban E, Aronson JE, Liang TP, Sharda R. Decision support and business intelligence systems, 8th ed.Pearson Education; 2007.
19. Witten I, Frank E. Data Mining – Practical Machine Learning Tools and Techniques, 2nd ed. USA: Elsevier; 2005.