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Supply Chain Fit and Firm Performance: The Role of the Environment

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Abstract : The purpose of this study was to build on Fisher's (1997) seminal article. First, it sought to determine how companies can achieve supply chain fit (i.e., match between the products' characteristics and the underlying supply chain design). Second, it attempted to develop a better understanding of how environmental conditions impact the relationship between supply chain fit and performance. The findings indicate that firm supply chain agility allows organizations to quickly adjust the structure of their supply chains and therefore, achieve supply chain fit. In addition, archival and survey data were used to explore the moderating effects of six environmental uncertainty dimensions: munificence, market dynamism, technological dynamism, technical complexity, product diversity, and geographic dispersion. All environmental variables, except technological dynamism, were found to impact the relationship between supply chain fit and firm performance.

Keywords : supply chain fit, environmental uncertainty, supply chain agility, management engineering
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