

Corporate Profitability through Effective Supply Chain Performance

Authors : Tareq N. Issa

Abstract : The main pressuring challenges of global competition and high returns have forced businesses to shift their strategic competitive advantage from physical distribution management to integrated logistics management, finally moving into supply chain management. Conventionally, corporate profitability is a function of cost, capital employed, revenue and customer service. This article gives an insight into the effect of supply chain management on each of the above variables. It investigates the impact of the changing levels/ effects of these variables on corporate profitability and the means of measuring supply chain financial effectiveness. Information technology tools form the basis for supply chain optimal performance through alignment of supply chain systems in this ever increasing complexity in business decisions.

Keywords : corporate profitability, supply chain systems, business decisions, competitive advantage

Conference Title : ICIETOM 2016 : International Conference on Industrial Engineering Technology and Operations Management

Conference Location : Venice, Italy

Conference Dates : April 11-12, 2016