

Linkages between Postponement Strategies and Flexibility in Organizations

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Abstract : Globalization, technological and customer increasing changes, amongst other drivers, result in higher levels of uncertainty and unpredictability for organizations. In order for organizations to cope with the uncertain and fast-changing economic and business environment, these organizations need to innovate in order to achieve flexibility. In simple terms, the organizations must develop strategies leading to the ability of these organizations to provide horizontal information connections across the supply chain to create and deliver products that meet customer needs by synchronization of customer demands with product creation. The generated information will create efficiency and effectiveness throughout the whole supply chain regarding production, storage, and distribution, as well as eliminating redundant activities and reduction in response time. In an integrated supply chain, spanning activities include coordination with distributors and suppliers. This paper explains how through postponement strategies, flexibility can be achieved in an organization. In order to achieve the above, a thorough literature review was conducted via the search of online websites that contains material from scientific journal databases, articles, and textbooks on the subject of postponement and flexibility. The findings of the research are found in the last part of the paper. The first part introduces the concept of postponement and its importance in supply chain management. The second part of the paper provides the methodology used in the process of writing the paper.

Keywords : postponement strategies, supply chain management, flexibility, logistics

Conference Title : ICMTAMOM 2018 : International Conference on Marketing Techniques, Advertising Management and Online Marketing

Conference Location : Rome, Italy

Conference Dates : May 03-04, 2018