

Research Action Fields at the Nexus of Digital Transformation and Supply Chain Management: Findings from Practitioner Focus Group Workshops

Authors : Brandtner Patrick, Staberhofer Franz

Abstract : Logistics and Supply Chain Management are of crucial importance for organisational success. In the era of Digitalization, several implications and improvement potentials for these domains arise, which at the same time could lead to decreased competitiveness and could endanger long-term company success if ignored or neglected. However, empirical research on the issue of Digitalization and benefits purported to it by practitioners is scarce and mainly focused on single technologies or separate, isolated Supply Chain blocks as e.g. distribution logistics or procurement only. The current paper applies a holistic focus group approach to elaborate practitioner use cases at the nexus of the concepts of Supply Chain Management (SCM) and Digitalization. In the course of three focus group workshops with over 45 participants from more than 20 organisations, a comprehensive set of benefit entitlements and areas for improvement in terms of applying digitalization to SCM is developed. The main results of the paper indicate the relevance of Digitalization being realized in practice. In the form of seventeen concrete research action fields, the benefit entitlements are aggregated and transformed into potential starting points for future research projects in this area. The main contribution of this paper is an empirically grounded basis for future research projects and an overview of actual research action fields from practitioners' point of view.

Keywords : digital supply chain, digital transformation, supply chain management, value networks

Conference Title : ICESCM 2018 : International Conference on Enterprise and Supply Chain Management

Conference Location : London, United Kingdom

Conference Dates : May 14-15, 2018