

AGRICULTURE LOGISTICS & SUPPLY CHAIN MANAGEMENT

Mr. Nitin Wakodikar
R.T.M.N.U, Nagpur

Abstract— Interest in supply chain management has steadily increased since the 1980s when firms saw the benefits of collaborative relationships within and beyond their own organization. Firms are finding that they can no longer compete effectively in isolation of their suppliers or other entities in the supply chain. A number of definitions of supply chain management have been proposed in the literature and in practice. This paper defines the concept of supply chain management and discusses its historical evolution. The term does not replace supplier partnerships, nor is it a description of the Agriculture Logistics function. The competitive importance of linking a firm's supply chain strategy to its overall business strategy and some practical guidelines are offered for successful supply chain management.

Index Terms— Physical Distribution, Agriculture Logistics, Supply Chain Management, Evolution of SCM.

I. INTRODUCTION

Firms can no longer effectively compete in isolation of their suppliers and other entities in the supply chain. Interest in the concept of supply chain management has steadily increased since the 1980s when companies saw the benefits of collaborative relationships within and beyond their own organization. A number of definitions have been proposed concerning the concept of "the supply chain" and its management. This paper defines the concept of the supply chain and discusses the evolution of supply chain management. The term does not replace supplier partnerships, nor is it a description of the Agriculture Logistics function. Industry groups are now working together to improve the integrative processes of supply chain management and accelerate the benefits available through successful implementation. The competitive importance of linking a firm's supply chain strategy to its overall business strategy and some practical guidelines are offered for successful supply chain management.

Definitions of SCM:

The term "supply chain management" (SCM) was originally introduced by consultants in the early 1980s (Oliver and Weber, 1982). During 1980 to 1990, large companies found that it was not sufficient to improve performance only within the organization but the whole supply chain of which they are members needed to be improved.

"A supply chain is the alignment of firms that bring products or services to market."—from Lambert, Stock, and Ellram in their book *Fundamentals of Agriculture Logistics Management* (Lambert, Douglas M., James R. Stock, and Lisa M. Ellram, 1998, *Fundamentals of Agriculture Logistics Management*, Boston, MA: Irwin/McGraw-Hill, Chapter 14)

II. OBJECTIVES

1. Analysis the overview of SCM through different citations.
2. Review extensive literature reviews regarding SCM based on secondary data.
3. Define the SCM and the evolution and historical era of SCM.

III. RESEARCH METHODOLOGY:

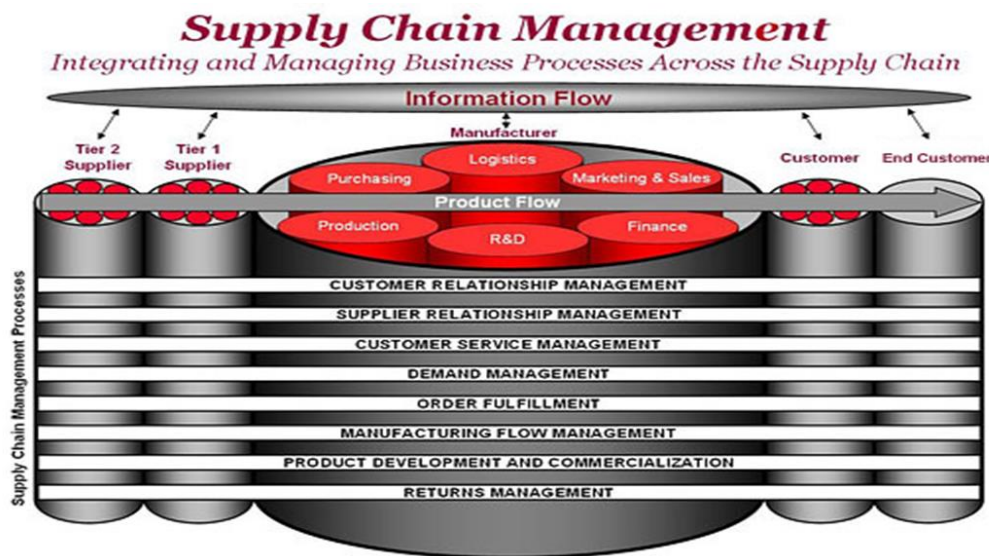
The analysis of this research is based on secondary data, including online databases, digital libraries, books, journals, conference papers, etc. SCM research papers of academicians and practitioners are taken from renowned international journals, namely EMERALD, IEEE, and JSTOR etc. Evolutionary timeline and future trends were developed based on the analysis of literature.

Commonly accepted definitions of supply chain management include: The management of upstream and downstream value-added flows of materials, final goods, and related information among suppliers, company, resellers, and final consumers. The systematic, strategic coordination of traditional business functions and tactics across all business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole.

According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and Agriculture Logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand

management within and across companies. More recently, the loosely coupled, self-organizing network of businesses that

cooperate to provide product and service offerings has been called the Extended Enterprise.



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IV. LITERATURE REVIEW:

The term, “supply chain management,” has risen to eminence over the last 30 years. SCM has become such a “hot topic” that it is difficult to pick up a periodical on manufacturing, distribution, marketing, customer management, or transportation without seeing any article about SCM or SCM-related topics (Ross, 1998).

The purpose of the paper is to investigate these criteria in light of the complex characteristics of the supply chain and provide insight into the present challenges and obstacles in designing and implementing performance measurement systems in supply chains in Indian automobile sector.

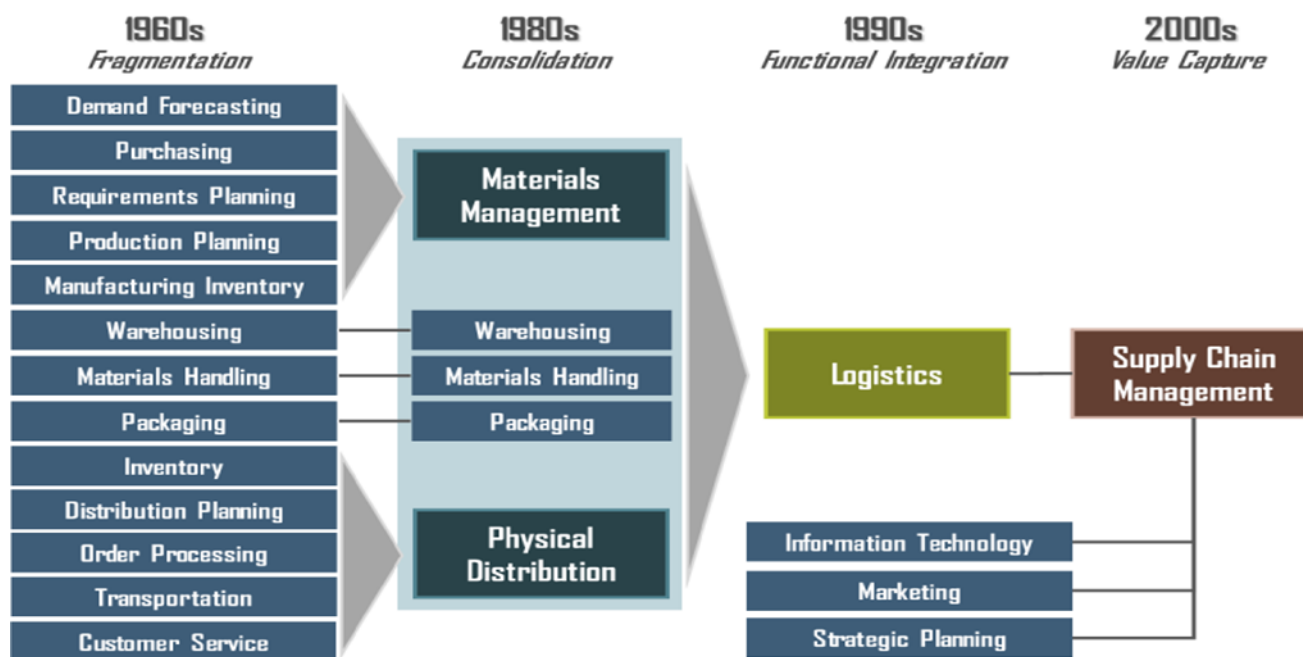
According to Christopher (1994), a supply chain is “a network of organizations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate customer.” A customer-focused definition is given by Hines (2004:p76): “Supply chain strategies require a total systems view of the links in the chain that work together efficiently to create customer satisfaction at the end point of delivery to the consumer. As a consequence, costs must be lowered throughout the chain by driving out unnecessary expenses, movements, and handling. The main focus is turned to efficiency and added value, or the end-user's perception of value. Efficiency must be increased, and bottlenecks removed. The measurement of performance focuses on total system efficiency and the equitable monetary reward distribution to those within the supply chain. The supply chain system must be responsive to customer

requirements.” The integration of key business processes across the supply chain for the purpose of creating value for customers and stakeholders (Lambert, 2008)

V. EVOLUTION OF SCM:

Before the 1950s, Agriculture Logistics was thought of in military terms. It had to do with procurement, maintenance, and transportation of military facilities, materiel, and personnel. Although a few authors before this time began talking about trading one cost for another, such as transportation costs with inventory costs, and discussed the benefits to the firm of getting the right goods to the right place at the right time, the organization within the typical firm around the activities currently associated with Agriculture Logistics was fragmented. This fragmentation led to conflicts among those responsible for Agriculture Logistics activities with the result that, from the firm's perspective, costs and customer service were sub-optimized.

Historical developments: Six major movements can be observed in the evolution of supply chain management studies: creation, integration, and globalization (Movahedi et al., 2009), specialization phases one and two, and SCM 2.0.



Managing Supply Chain:

For successful SCM implementation managers must understand the issues concerned with planning the supply chain. While developing supply chain they will have to analyze the critical factors for external and integration. The totality of SCM would be incomplete without the distribution and return management of goods. In this section highlights necessary stages required for adoption and implementation of SCM practice. These six stages are: **Plan, Analyze, Develop, Integrate, Deliver, and Return.**

VI. CONCLUSION

Supply chain management (SCM) has been widely researched in numerous application domains during the last decade. Despite the popularity of SCM research and applications, there remains considerable confusion as to its meaning. There are several attempts made by researchers and practitioners to appropriately define SCM. SCM has gradually been embraced as a proven managerial approach to achieving sustainable profits and growth. This is accomplished primarily by focusing on the whole SCM process to deliver the right products or services, in the right quantity, to the right place, at the right time and with the maximum benefits. The researcher utilized secondary data, including digital libraries, online databases, journals, conference papers, etc. to review SCM research papers in different aspects. This exploratory study reveals the evolution of SCM in various phases and its historical development era. This paper highlights chronological perspective of SCM in terms of time frame in different areas of manufacturing and service industries.

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