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A Study on Technology in India- A Paradigm Shifting of Gears for Better Supply Chain Management in Indian Economy

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Abstract: *Technology remains a highly dynamic sector with significant disruptions in prevailing Business models, transformational change and quick adoption of new strategies and approaches are critical to sustain in the market. The GST Taxation reform is historical turning point in the Indian economy unifying the USD 2 Trillion Economies with 1.3 Billion people in the single market bringing tangible changes, new supply chain regulations and disrupting models to serve the market. In this study a deep drive in to how organizations are discovering and shifting gears to adjust supply chain in the Indian economy in this rapidly changing environment. The dynamic interactions between collaborative Technological Categories relationship quality resource complementarily and performance. This study creates a foundation for future research across the Domains of marketing and supply chain management incorporating the resource based view of Technology and service dominant Logistics.*

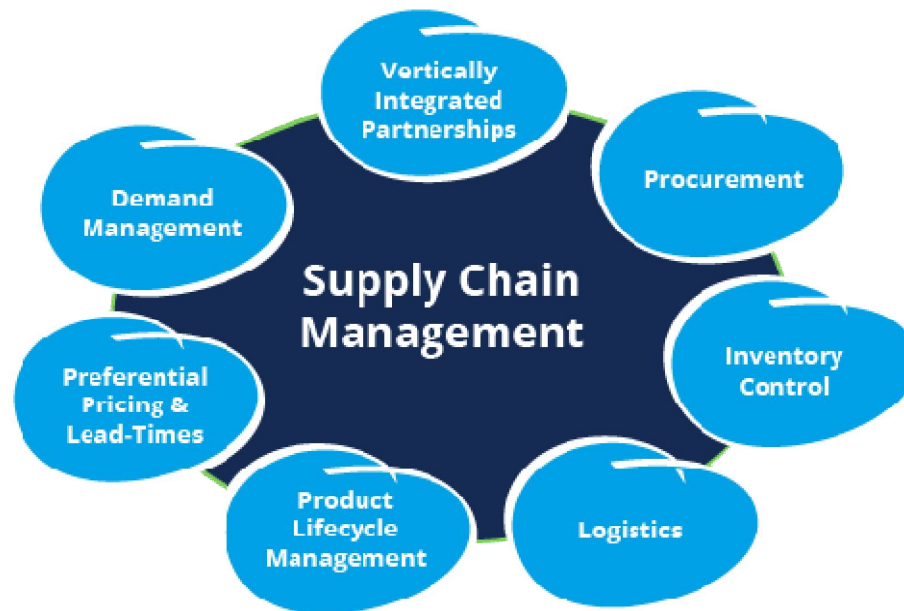
Keywords: *Resource complementarities, Technological categories, customization etc.*

I. INTRODUCTION

The Supply chain has become increasingly integral to how we view the corporate responsibility and sustainability practices of an organization as a whole. Similarly the role of procurement as a key lever for sustainable supply chain management, engagement and transformation is growing. As a global sustainability is necessary required to improve coordination risk management and environmental, social governance performance in the supply chain management. In this paper, entitled supply chain sustainability shift, we set three levels of key technological challenges those companies as they begin to integrate sustainability aspects in their procurement practices. They are:

- A. Treatability and Transparency
- B. Measuring the impact
- C. Engagement and collaboration.

We have introduced the factors driving the supply chain sustainability shift that we observed over the last few years across the globe. For over a decade or more organization have struggled to come to terms with the mounting social, Environmental, Ethical and Economic challenges associated with their supply chains. There have been significant albeit patchy, steps made along the way to address hot button topics Fair-Trade, supply chain labour standards, forest certifications and so forth. However, these technological advances have been confined to a few contentious issues in a handful of high risk factors, rather than being indicative of a much broader and deeper shift. It is significantly expanded their assessment criteria for evaluating the supply chain management practices of the global companies.



The Rationale for this expansion, recognition that increasingly complex global supply chain poses both significant risks and opportunities from a sustainability point of view that must be responsibly managed. By supply chain sustainability, an approach to supply chain management that seeks to actively manage and minimize the negative economic, social and environmental impacts associated with the sourcing of goods and services while maximizing the positive impacts where feasible. For most organizations the prime driver for Embedding supply chain sustainability practices within their procurement function is to address a perceived exposure to growing risks with in the supply chain management.

II. REVIEW OF LITERATURE

- 1) Ahire, S.L., Golhar, D.Y. and Waller, M.A. (1996), discussed The past decade has seen, in response to the growth in service Industries, increasingly interest is termed as “science and Innovation.”
- 2) Armstrong, J.S. and Overton, T.S. (1977) analysed the Embryonic field promoted by far in sighted Enterprises, Government Agencies, and academics and the basic promise is given to services sciences and Innovation, designed to Add Value through maintaining supply chain management, sustainable growth is depended upon identifying, supporting and nurturing meaningful services exchanges that exploit develop and embody value added knowledge transfer within and across Industry.
- 3) Garratt, M. and Oke, A. (2007) Integrating new Supply chain technology can power up existing operations, streamlines inventory and increase revenue, if implemented properly.
- 4) Byrne, B.M. (1998) Making sure new solutions integrate with existing technologies and processes can help significantly increase customers service, reduce costs, and streamline supply chains.
- 5) Carter, C.R. and Easton, P.L. (2011) The New Technology must be fully synthesized with the existing policies, Practices and people, however to tap its full power.

A. E-Commerce and the supply Chain

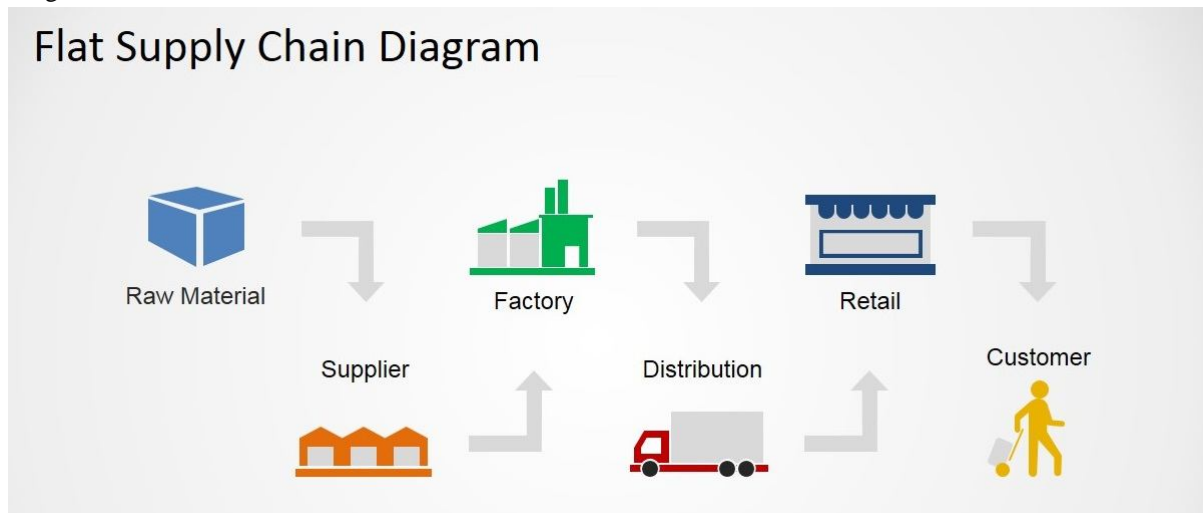
E-Business and the supply chain competition, global and Domestic, shortens the product life cycles and towards economic conditions provide ongoing challenges for distribution of goods and services the organization that remain tied to the conventional supply chain process find the increasing demand made by a major consumers to be a trial because of the inaccuracies associated with forecasting and purchasing habits of those same customers.

While distributors endeavour to enter in to a value added supply chain services such as collaborative planning and vendor managed inventories some vendors oppose the efforts which in turn forces distribution to struggle with inadequately controlled inventory level. The outdated practices used by distributors and vendors hinders every phases of supply chain management.

B. Technological Advancement

The Business world has undergone dramatic changes over the past decade, including Globalization increased customer's Demand, Technological Advancements and more frequent inter-firm collaborations among others. Such changes have forced the Organizations to focus managing and improving their entire supply chains, rather than simply concentrating on the product aspect of business as was a prevalent focus in the past, And where as market competition occurred between companies, global market competition today's is heavily rooted in supply chains. Indeed supply chains performance is a critical source of Organization competitive Advertisement especially in today's global Environment. In order to reduce complexity and enhance the efficacy of supply chain management, the importance of Supply chain management is three fold.

- 1) Reduce Inventory,
- 2) Expedite transactions.
- 3) Increasing of sales.



For most companies to successfully transition day-to-day business Technology, Information Technology (IT) is required and lacking internal information technological competence. Many Traditional companies are scrambling for an IT Partner/vendor to whom they can transition the development of E-Commerce segment of their cooperation and they are finding no lack of Technology outsourcing information Technology pointed out that ASP's and BSP's are increasingly providently outsourced implementation expertise and links to the Internet for small and medium sized Business, as well as outsourced augmentation for longer companies with extensive in house I.T. capabilities. Among start-ups companies, especially those funded by venture capitalists ASP's and BSP's are increasingly their IT departments, with all IT provided through an outsourced contractual relationship. Even large, well established companies are establishing outsource relationships with IT companies as a part of strategic initiatives to find out solutions such as Travel and expense reports or Employee Time card tracking.

C. The Future of E-Commerce Standards

E-commerce standards have become a priority on the National and International Level. While most traditional business, are subject to local, state and national regulations-commerce is still in its infancy in developing standards to protect both businesses and consumers. Some aspects of E-commerce are already been standardized like IETF (Internet Engineering Task force) sets many Internet Protocol standards and the worldwide web consortium (W3C) manages various Internet related standards many aspects regarding E-Commerce still have a distinct need for the implementation of standization.

Even in the face of extreme pressure from competitors to establish and maintain an increasingly aggressive and assertive Internet presence the pursuit of profit should be tampered with a realization and Acknowledgement that the Internet functioned without any significant rule of Law, or centralized regulatory modernization and that this relatively lawless Environment could result in Problems for many Business. It is further marked that the Analogy that links the Internet to the final frontier in Commerce. Often, that Analogy is made with specific reference to the freewheeling, ruthless profiteering that defines that lawless atmosphere.

III. CONCLUSION

Supply chain management is often a concept that has developed within the manufacturing Industry to control Logistics. It represents a management process in which Enterprises administer and control the worldwide network connected with supplier's factors, warehouses, distribution centres and retailers by which Raw materials are acquired, transformed and delivered to customers. In construction, Procurement and procurement similar activities occur during all phases of construction Project. Because of traditional because of traditional management on the construction process, suppliers connected with resources like equipment, Labour, material and other services may not be a way available on the occasion, in right amounts and within the desired quality and cost.

So, supply chain is vital to monitor and control all such logistic actions. The concept of supply chain management in construction outlining its origins with in manufacturing is introduced with Technology Advancement. The effectiveness of the Supply chain management has been evaluated with in potential benefits on the construction Industry. A set of possible barriers which may effective use of supply chain management within the manufacturing Industry has also been presented in this Article.

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