

Leadership Strategies for Global Supply Chain Management in Emerging Markets

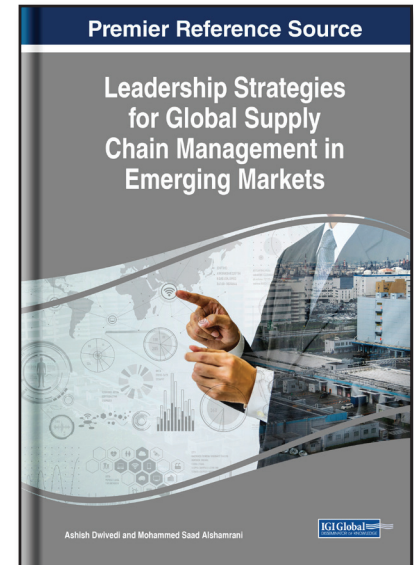
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Description:

In recent decades, the rapid expansion of trade and investment among developing countries has resulted in a scenario wherein firms from developing countries account for an increasing share of capital, goods, and wealth in the global economy. Industry leaders from developing countries have observed that firms in developing countries need to identify and develop key supply chain capabilities in order to succeed in emerging markets. It is argued that customers in emerging markets are likely to have different needs and supply chain expectations as compared to customers in developed economies. Reaching into these emerging markets, understanding the customer diversity, and translating it into effective segmentation schemes are critical for the efficient design of supply chain operations.

Leadership Strategies for Global Supply Chain Management in Emerging Markets is a pivotal reference source that provides vital research on creating efficient supply chain operations in emerging markets. While highlighting topics such as consumer behavior, global operations, and information transparency, this publication investigates the needs of consumers in emerging markets as well as the methods of designing effective operations. This book is ideally designed for supply chain managers, logistics managers, operations and warehousing professionals, industry practitioners, academicians, students, and researchers.



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