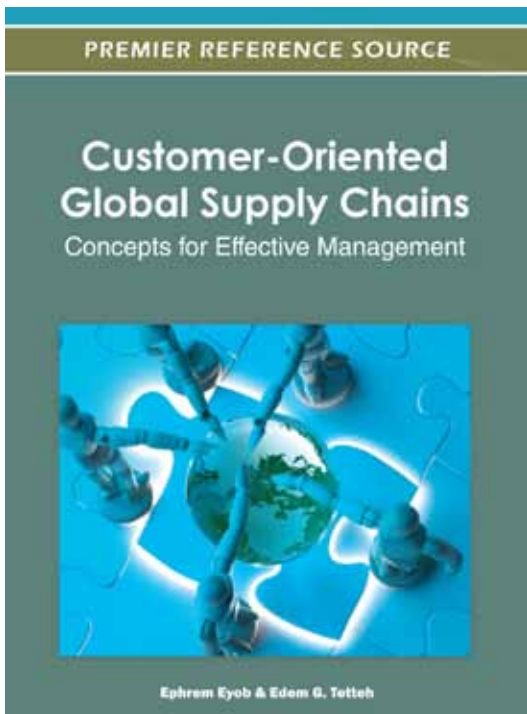


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Customer-Oriented Global Supply Chains: Concepts for Effective Management



Ephrem Eyob (Virginia State University, USA) &
Edem G. Tetteh (Virginia State University, USA)

Global supply chain has continued to gain great attention in recent decades due to globalization and economic policies by companies striving to gain bigger market share and countries that make every effort for a freer trade. The concept of supply chain has evolved progressively over time, from simple supplier systems with one or two suppliers to global chains with complex networks of suppliers, vendors, warehouses, manufacturers, shippers, wholesalers, and/or retailers.

Customer-Oriented Global Supply Chains: Concepts for Effective Management provides insights and support executives, middle managers, and practitioners concerned with the management of supply chain with expertise, knowledge, information, and organizational management development in different types of industries. The book is a collection of knowledge that will assist researchers, teachers, students, and practitioners in enhancing their understanding of global supply chain management and solutions applied.

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Ephrem Eyob is a professor in the Department of Technology in the Logistics Program at Virginia State University. Prior to that he was professor and chair for the Department of Computer Information Systems, school of business, at the same university. His research interest is in information systems and supply chains areas primarily in Web based functional integration, ERP applications, business intelligence, optimization of supply chain networks, and information technology applications in supply chains. He served as the guest editor for the *International Journal of Management and Decision Making*, *International Journal of Economics Management and Services* and edited two books. Currently, he is serving as a member of the editorial board member for six journals. He has published over one hundred refereed articles, book chapters and proceedings in major journals and conferences

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