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Supply Chain Optimization, Management and Integration: Emerging Applications

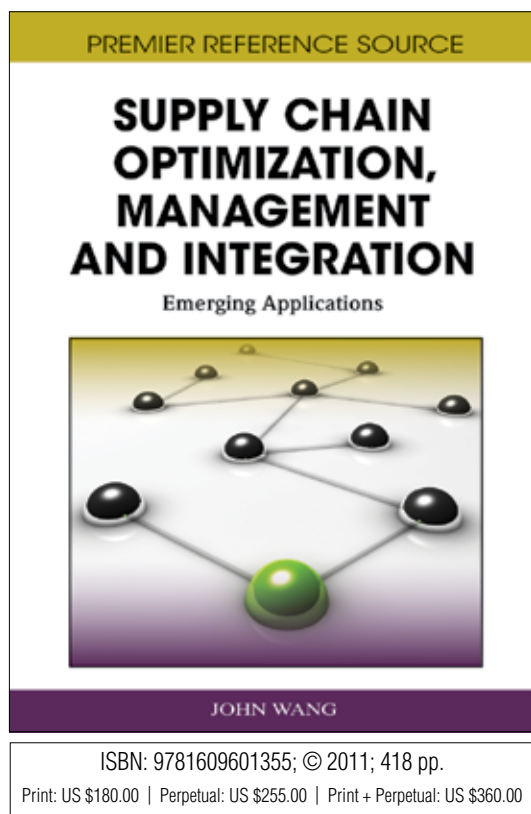
John Wang (Montclair State University, USA)

Our rapidly changing world has forced business practitioners, in corporation with academic researchers, to respond quickly and develop effective solution methodologies and techniques to handle new challenges in supply chain systems.

Supply Chain Optimization, Management and Integration: Emerging Applications presents readers with a rich collection of ideas from researchers who are bridging the gap between the latest in information technology and supply chain management. This book includes theoretical, analytical, and empirical research, comprehensive reviews of relevant research, and case studies of effective applications in the field of SCM. The use of new technologies, methods, and techniques are emphasized by those who have worked with supply chain management across the world for those in the field of information systems.

Topics Covered:

- Artificial intelligence and decision making
- Creative decision making and problem solving
- Customer value and customer relationship management
- Decision-making systems
- Enterprise information systems
- Geographic information systems
- Hybrid intelligent systems
- Logistics network configuration
- Optimization and simulation
- Reasoning and decision making under uncertainty
- Risk management
- Supplier and customer relationship management



Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

John Wang is a professor in the Department of Management and Information Systems at Montclair State University, USA. Having received a scholarship award, he came to the USA and completed his Ph.D. in operations research from Temple University. He has published over 100 refereed papers and six books. He has also developed several computer software programs based on his research findings. He is the Editor-in-Chief of the *International Journal of Information Systems in the Service Sector*, *International Journal of Information Systems and Supply Chain Management*. Furthermore, he is the Editor of *Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications* (six-volume) and the Editor of the *Encyclopedia of Data Warehousing and Mining, 2e* (four-volume). His long-term research goal is on the synergy of operations research, data mining and cybernetics.

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