

Technology Optimization and Change Management for Successful Digital Supply Chains

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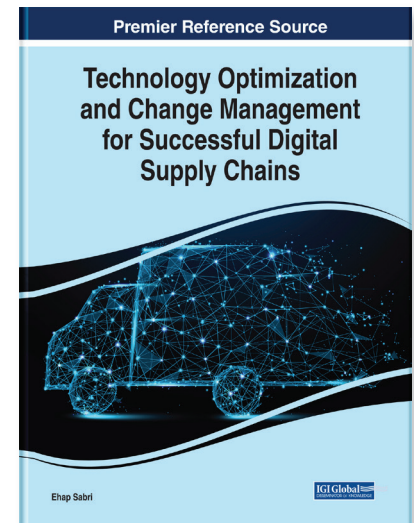
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Description:

Companies across different industries are launching technology-enabled (digital) business transformation programs to improve their strategic, tactical, and operational supply chain processes. The greatest challenges that they are facing include the lack of preparation and knowledge of the digital transformation life cycle and poorly addressing or neglecting the “people-related” aspects of them. Therefore, improvement initiatives have been short-lived or incomplete, and expected business benefits have not been achieved or materialized.

Technology Optimization and Change Management for Successful Digital Supply Chains

is a pivotal reference source that provides vital research on the application of digital business transformation programs to improve strategic, tactical, and operational supply chain processes. While highlighting topics such as maturity models, predictive analysis, and communication planning, this publication explores the limited literature in the field of digital supply chain optimization and business transformation, and complements it with practical and proven tactics from the industry. This book is ideally designed for program managers, engineers, students, and practitioners seeking current research on the field’s latest best practices on digital supply chain enablement.



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Topics Covered:

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