Handbook of Research on Strategic Supply Chain Management in the Retail Industry

Part of the Advances in Logistics, Operations, and Management Science Book Series

Narasimha Kamath (JDA Software, India) and Swapnil Saurav (JDA Software, India)

Description:

Customer satisfaction is a pivotal component to any business that provides goods or services to the public. By effectively managing the flow of products, business can adapt to the growing demands of consumers and deliver successful customer service.

The **Handbook of Research on Strategic Supply Chain Management in the Retail Industry** is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlights concepts relating to field applications, customer relationships, and current trends in logistics management.
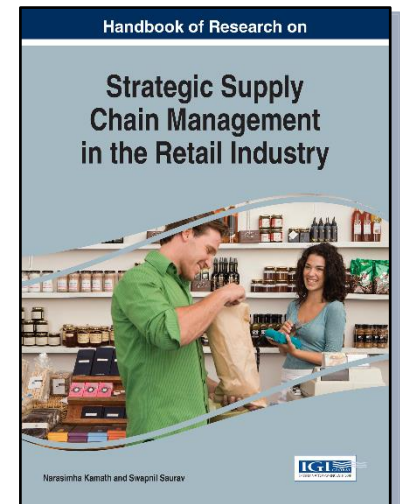
Readers:

This book is ideally designed for business professionals, managers, upper-level students, and researchers interested in innovative strategies and best practices in modern supply chains.

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Topics Covered:

- Big Data Analytics
- Green Retailing
- Intelligent Warehouse Slotting
- Multi-Retailer Systems
- Omni-Channel Retailing
- Perishable Goods
- Safety Stock

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Preface

Acknowledgment

Narasimha Kamath is the product director at JDA Software. He earned his fellowship (PhD) in SCM from IIM Calcutta and was honoured with the outstanding doctoral research award from European Foundation. He has worked extensively with customers across all industry verticals and is recognized for his thought leadership. He has many international publications to his credit, including US patents. He leads the new product introduction and innovation activities at the Centre of Excellence in India. He also fosters the industry - academic collaboration creating a win-win environment.

Swapnil Saurav has more than 11 years of work experience in IT industry with focus on Supply Chain in Retail and Manufacturing industries. He is an ambitious, creative and highly motivated individual, who has a passion for the Supply Chain with focus on Retail and Manufacturing industries and an uncompromising commitment to quality and outstanding customer service. He has been invited to be the key note speaker at various industry forums and has a passion for teaching & developing leaders for tomorrow. His expertise lies in figuring out ways to do what others say can't be done. He holds MBA from S.P. Jain Institute of Management & Research, M.S. (BITS, Pilani) and B.E. (Visvesvaraya Technological University). Currently he is pursuing PhD in Supply Chain Management from University of Petroleum and Energy Studies (Deharadun).

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