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AN INFORMATION TECHNOLOGY FRAMEWORK OF SUPPLY CHAIN MANAGEMENT FOR IMPROVING OPERATIONAL EFFECTIVENESS OF AN ENTERPRISE

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Abstract

The current global competitive business environment demands an increased interaction between the customer and manufacturers. To achieve this interaction, supply chain management (SCM) strategies are perhaps the most appropriate solution. SCM is not a static concept or solution, however, continuous advances and innovative applications of SCM are proposed every day. In order to produce goods tailored to customer's requirements and provide faster deliveries, the industry must be closely linked to suppliers and customers. Today, this addition of new ideas and processes is starting to influence and alter the conventional business processes and business models of small as well as large companies. In order to achieve improved delivery performance, reduced lead times within the industries and improved efficiency and operational effectiveness, manufacturers need to have efficient planning & control systems that enable very good synchronization and planning in all the activities of the organization. In the backdrop of this, the present study aims at understanding role of information technology vis-à-vis SCM strategies adopted by different industrial sectors. The advantages of information technology in fulfilling various objectives of SCM strategies have been discussed. In making their choices regarding making investments in information technology adoption, it is apt that the companies should consider all available options and should employ the most appropriate option. The advent of information and computing technology, the companies can achieve business goals with lower cost, higher speed and customer satisfaction. The appropriate information technology use by the companies thus will aid them to augment the operational effectiveness thereby giving them significant