INFORMATION TECHNOLOGY APPLICATION FOR ENHANCING THE PERFORMANCE OF SUPPLY CHAIN

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Abstract

The ability to respond quickly to customers' needs and reduce operating costs has become a necessity in today's increasingly competitive business environment. Companies need to work closer than ever with their business partners to help ensure timely delivery and optimal use of resources. Many companies are using electronic tools like E-Commerce and Information Systems to manage their supply chains efficiently. Hence, to succeed in today's global marketplace, organizations are looking at streamlining their supply chain through the successful deployment of information technology. The development of new and improved Information Technology (IT) methods for Supply Chain Management is important. Existing methods suffer from several shortcomings, especially the ability to deal with a mixture of quantitative and qualitative data. Modern supply chain management has been enabled by a revolution in information technology. Information Technology (IT) and its use in organizations and across the supply chain has become a determinant of competitive advantage for many corporations. This paper focuses the role (usage) of Information Technology (IT) tools for Supply Chain Management (SCM) and it is shown that IT investment is the pre-requisite thing for each firm in order to sustain in the market.