

Turning Your Supply Chain Platform into A Hotbed of Innovation

^{1#*} Abhay Gautam, ²Yashasvi Ramaul and ³Nancy Zomuanpuii

^{1,2} MBA scholar, College of post graduate studies in Agricultural Sciences (Central Agricultural University, Imphal), Meghalaya, 793103

³ M.Sc. Extension scholar, College of post graduate studies in Agricultural Sciences (Central Agricultural University, Imphal), Meghalaya, 793103

ARTICLE ID: 90

Abstract

Supply chain management involves planning, implementing, and controlling supply chain activities to meet client requirements effectively. It involves proactive management of processes, practices, and systems to maximize product and process quality. Five structural changes in the supply chain include forward and backward integration, process simplification, and product redesign. The internet has facilitated faster information processing, cut costs, and speeding up supply chains. Open innovation involves businesses collaborating to create new goods, services, or markets using resources and knowledge from the outside. The digitalization of the supply chain, driven by e-commerce growth, offers solutions like cloud computing, machine learning, artificial intelligence, robotic Process Automation, and blockchain technology. Overall, the future of supply chain management looks bright, as businesses can optimize their supply chains, boost productivity, and maximize profits.

Keywords: *Supply chain, Maximize, Integration, innovation, Digitalization, e-commerce, Artificial intelligence*

Supply Chain Analyst

Making plans, imposing, and controlling supply chain activities while meeting client requirements as effectively as feasible is the process of supply chain management. The work put forth inside the diverse entrepreneurial procedures that bring about the advent of products and services for the very last customer is collectively called supply chain management. As a way to maximize product and process quality, supply chain





management strategies for proactive management of processes, practices, and systems are used. The chain has to manage its sources, logistics, inventories, and statistics as efficaciously as viable. A firm's supply chain can create operational capabilities that are in line with its competitive strategy by using strategic supply chain management assets and procedures.

Five specific supply chain structural adjustments consist of forward and backward integration, significant process simplification, modifying the layout of factories, warehouses, or retail locations, significant product redesign, and outsourcing logistics to a third party. The internet enables faster information processing, provides information that was not previously available, and has allowed businesses to cut costs and speed up their supply chains.

The supply chain is an organisation's backbone, however if there may be an excessive amount of alternate or strain, it could damage, having an impact on the complete business enterprise. they will emerge as stronger and more effective as a result of new strategies and strategies of questioning. The method with the aid of which we inspire innovation in our supply chain involves both artwork and technology.

The phrase "innovation" shows a greatly new technological concept, and it could even discuss with an extensively new technological product that complements our high-quality of lifestyles and increases our productivity or performance. Many organisations presently rely upon outside assets to create breakthroughs that push the limits in their modern-day marketplace. According to Gast, Gundolf, Harms, and Collado, (2019), companies make a lot of effort to obtain knowledge sources through licensing, R&D outsourcing, market channels, brand recognition, and employing qualified staff with relevant experience. Acquiring external knowledge refers to how businesses license in outside knowledge or otherwise obtain it. It represents a certain openness to creativity.

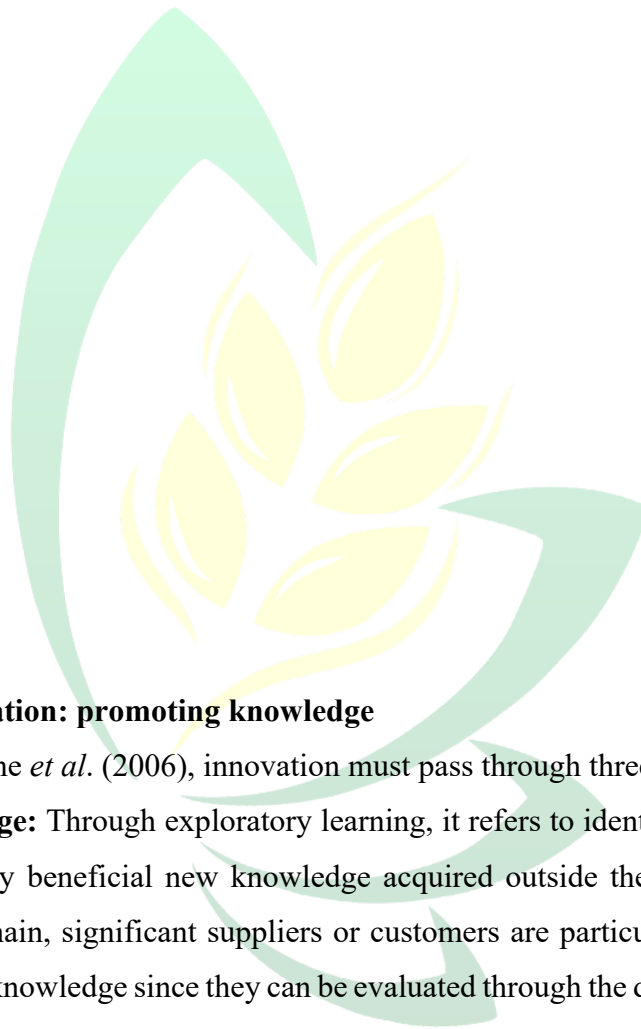
These interactions have given rise to the innovation trend known as "open innovation," in which businesses collaborate to create new goods, services, or markets using resources and knowledge from the outside (Rauter *et al.*, 2019; Park, Shi, Zhou, & Zhou, 2020). Open innovation business model outlines the requirements for the systems and architecture and makes use of both internal and external ideas to generate knowledge value. This illustrates how an organization that engages in know-how production with its external companions and uses enterprise models to mediate innovation has an innovation way of life.

CASE STUDY

The best leaders will break out of silos and improve workplace culture

Author name: Rosabeth Moss Kanter (Harvard Business School)

Fortune prefers businesses that are concerned about a wide range of stakeholders and that have ethical workplace policies because these businesses are better equipped to handle and



Stages of innovation: promoting knowledge

According to Lane *et al.* (2006), innovation must pass through three stages.

- ✚ **First Stage:** Through exploratory learning, it refers to identifying and comprehending potentially beneficial new knowledge acquired outside the firm. In the context of a supply chain, significant suppliers or customers are particularly important sources of external knowledge since they can be evaluated through the development of close bonds (Dyer and Singh, 1998; Hult *et al.*, 2007).
- ✚ **Second Stage:** This stage entails processing useful new knowledge by fusing it with pre-existing knowledge so that the latter can be applied in novel ways.
- ✚ **Third Stage:** Exploitative learning is the process of leveraging previously acquired knowledge to produce new knowledge and commercial outcomes.



Exploitation refers to improvement, effectiveness, choice, and execution, whereas exploration entails search, variation, experimentation, flexibility, and discovery.

Innovation in Supply chain

- **Digitalization of the supply chain:** Through the application of digital technology, supply chain activities can be made more efficient. Automation of supply chain management is a step that most firms must take as e-commerce grows and forces them to automate as many business activities as they can.
- **Solutions for Cloud Supply Chains:** The usage of cloud deliver chains is any other innovation in supply chain control. Cloud computing for the deliver chain combines infrastructure and era, improving agility and records visibility. moreover, implementing new apps and reducing fees can both benefit from using the cloud in a business
- **Machine learning (ML) and artificial intelligence (AI):** The performance of e-commerce companies has been completely transformed by AI and ML, and these technologies are quite useful when used to automate supply chain processes. AI-based supply chain management solutions are great tools for e-commerce businesses to use to successfully address supply chain management issues, from procurement through sales. For instance, AI and ML may do intricate supply chain calculations and replace monotonous manual activities.
- **Robotic Process Automation (RPA):** This tool automates supply chain operations with little to no human involvement and without the use of additional software. Organizations may save time, money, and resources by automating repetitive operations like document processing and inventory management while also increasing accuracy. RPA solutions also provide predictive analytics and offer real-time insights into current supply chain activities.
- **Technology behind blockchain:** The supply chain process is being revolutionized by the developing technology of blockchain, which offers transparent insight into data and transactions. This distributed ledger system can speed up payments, enhance inventory control, and trace the movement of products. Using blockchain also has advantages like increased security and cost savings from less paperwork and transaction costs.

Overall, the supply chain's future appears to be quite bright since, thanks to the emergence of this cutting-edge technology and solutions, businesses now have access to previously unheard-



of chances to optimize their supply chains, boost productivity, and maximize profits. By utilizing these technologies, companies may make their procedures simpler while also providing a more positive client experience.

References:

- Boring, G. (2018, April 18). Supply chain innovation the path to success. Supply chain game changer. <https://supplychaingamechanger.com/supply-chain-innovation-the-path-to-success/>
- Diachenko, D. (2023, Jan 19). Top 8 Supply Chain Innovations. Dinarys. Retrive from <https://dinarys.com/blog/supply-chain-innovations>
- Dyer, J.H. and Singh, H. (1998), “The relational view: cooperative strategy and sources of interorganizational competitive advantage”, *Academy of Management Review*, Vol. 23 No. 4, pp. 660-679.
- Flint, D.J. Supply Chain Innovation. Industry week. <https://www.industryweek.com/print/content/21956832>
- Gerdeman, D. (2020, March 16). How the Coronavirus Is Already Rewriting the Future of Business. Harvard Business School. Retrieves from <https://hbswk.hbs.edu/item/how-the-coronavirus-is-already-rewriting-the-future-of-business>
- Hult, G.T.M., Ketchen, J.D.J. and Arrfelt, M. (2007), “Strategic supply chain management: improving performance through a culture of competitiveness and knowledge management”, *Strategic Management Journal*, Vol. 28 No. 10, pp. 1035-1052.
- Lane, P.J., Koka, B.R. and Pathak, S. (2006), “The reification of absorptive capacity: a critical review and rejuvenation of the construct”, *Academy of Management Review*, Vol. 31 No. 4, pp. 833-863.
- Park, T., Shi, T., Zhou, M., & Zhou, S. (2020). Applications of open innovation to the supply chain system in the SMEs. *International Journal of Logistics Economics and Globalisation*. doi:10.1504/IJLEG.2020.108230
- Rauter, R., Globocnik, D., Perl-Vorbach, E., & Baumgartner, R. J. (2019). Open innovation and its effects on economic and sustainability innovation performance. *Journal of Innovation & Knowledge*, 4(4), 226–233. doi: 10.1016/j.jik.2018.03.004.