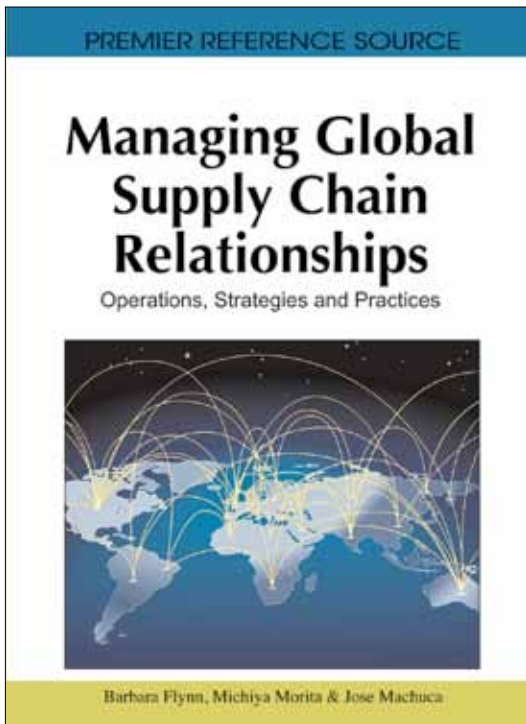


An Excellent Addition to Your Library!

Released: October 2010



Managing Global Supply Chain Relationships: Operations, Strategies and Practices

Barbara Flynn (Indiana University, USA),
Michiya Morita (Gakushuin University, Japan)
and Jose Machuca (Universidad de Sevilla, Spain)

Recent news events related to quality in global supply chains have called attention to the need for more research on supply chains that operate in a global context. Indeed, it would be difficult to find a supply chain that does not cut across national boundaries at some point. The presence of global supply chains introduces a number of new management challenges.

Managing Global Supply Chain Relationships: Operations, Strategies and Practices focuses on issues related to relationships among members of global supply chains. This comprehensive work addresses three important aspects of global supply chain relationships: supply chain integration and collaboration; outsourcing and offshoring of production; and recent growth in supplier networks.

ISBN: 9781616928629; © 2011; 434 pp.

Print: US \$180.00 | Perpetual: US \$255.00 | Print + Perpetual: US \$360.00

Topics Covered:

- Angles of integration and information integration
- Collaborative buyer-seller relationships
- Intelligent and demand driven manufacturing networks
- Internal supply chain integration
- Managing long-term partnerships
- Network marketing strategy
- Offshoring implementation and management
- Outsourcing of new product development
- Power and opportunism in supply chain
- Supplier integration

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Barbara B. Flynn is the Richard M. and Myra Louise Buskirk Professor of Manufacturing Management at the Kelley School of Management, Indiana University. She received a D.B.A. in operations management from Indiana University, a M.B.A., with an emphasis in operations management and managerial economics, from Marquette University and a B.A. in psychology from Ripon College. Her previous academic appointments have been at Wake Forest University, Iowa State University and Louisiana State University. She is a Fellow of the Decision Sciences Institute and recipient of the Distinguished Service Award from the Decision Sciences Institute and the Distinguished Scholar Award from the Operations Management division of the Academy of Management. Dr. Flynn has received over \$1 million in research funding from the National Science Foundation, the U.S. Department of Education and the Center for Innovation Management Studies. She is co-director of the High Performance Manufacturing research group, a joint project between Indiana University and the University of Minnesota, which studies the relationship between manufacturing practices and performance in various organizational and national cultures. Other research interests include global supply chain management, quality management, operations strategy, JIT and group technology. She has published articles in *Management Science*, *Decision Sciences*, *Journal of Operations Management*, *International Journal of Operations Management* and other leading journals, as well as a book and numerous book chapters. Dr. Flynn is former Editor-in-Chief and founding editor of *Decision Sciences Journal of Innovative Education*, and former Editor-in-Chief of *Quality Management Journal*. She is an Associate Editor of *Journal of Operations Management and Decision Sciences*. She serves on the Editorial Review Board of *International Journal of Applied Quality Management*, *Production and Operations Management*, and *Benchmarking for Quality Management and Technology*. Dr. Flynn is a past President of the Decision Sciences Institute and has held leadership positions within the Decision Sciences Institute, Academy of Management, Institute for Management Sciences (TIMS) and American Production and Inventory Control Society. She previously served as Director of the Indiana University Center for International Business Education and Research. At Indiana University, Dr. Flynn teaches M.B.A. courses in project management, service operations management, and operations management.

Section 1: Global Supply Chain Relationships

Chapter 1

Preparing for the Worst:

Handfield Rob (North Carolina State University, USA)

Chapter 2

Supplier Integration in the Chinese Automotive Industry

Lockström Martin (China Europe International Business School, China)

Harrison Norma (Macquarie Graduate School of Management, Macquarie University, Australia)

Moser Roger (Indian Institute of Management, India)

Malhotra Manoj (University of South Carolina, USA)

Schadel Joachim (European Business School, Germany)

Chapter 3

Control Model for Intelligent and Demand-Driven Supply Chains1

Strandhagen Jan Ola (SINTEF Technology and Society, Norway)

Dreyer Heidi Carin (Norwegian University of Science and Technology, Norway)

Romsdal Anita (Norwegian University of Science and Technology, Norway)

Chapter 4

Investment in Transaction-Specific Assets and Opportunistic Behavior in a Chinese Supply Chain

Zhao Xiande (Chinese University of Hong Kong, Hong Kong)

Liu Yi (Xi'an Jiaotong University, China)

Qian Liping (Chongqing University, China)

Flynn Barbara B. (Indiana University, USA)

Section 2: Global Supply Chain Integration

Chapter 5

Challenges and Opportunities in Global Supply Chain Integration

Holcomb Mary C. (University of Tennessee, USA)

Chapter 6

Integration in Global Supply Chains

Vickery Shawnee K. (Michigan State University, USA)

Droge Cornelia (Michigan State University, USA)

Chapter 7

Internal Supply Chain Integration:

Turkulainen Virpi (Aalto University, Finland)

Chapter 8

Developing Angles of Integration:

Thun Jörn-Henrik (Mannheim University, Germany)

Chapter 9

Effect of Customer Power on Supply Chain Integration and Performance1

Zhao Xiande (Chinese University of Hong Kong, Hong Kong)

Huo Baofeng (Xi'an Jiaotong University, China)

Flynn Barbara B. (Indiana University, USA)

Yeung Jeff Hoi Yan (Chinese University of Hong Kong, Hong Kong)

Section 3: Global Supply Chain Outsourcing and Offshoring

Chapter 10

Offshoring Process:

Slepniov Dmitrij (Aalborg University, Denmark)

Wæhrens Brian Vejrum (Aalborg University, Denmark)

Katayama Hiroshi (Waseda University, Japan)

Chapter 11

Impact of Strategic Outsourcing on Operational Control

Dekkers Rob (University of West Scotland, Scotland)

Section 4: Managing Complex Global Supplier Networks

Chapter 12

A Multi-Agent Approach to Allocate Orders to Distribution Centres in a Highly Dynamic Environment

Renna Paolo (University of Basilicata, Italy)

Chapter 13

Proposed Framework for Research in the Triple A (Agility, Adaptability, Alignment) in Supply Chains1

Arana-Solares Ivan A. (Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico)

Machuca Jose A.D. (University of Seville, Spain)

Alfala-Luque Rafacla (University of Seville, Spain)

Chapter 14

Network Marketing and Supply Chain Management for Effective Operations Management

Selladurai Raj (Indiana University Northwest)

Chapter 15

Collaborative Relationship in a Global Supply Network

de Queiroz Adriane A. Farias S. L. (UFMS, Brazil)

Primo Marcos André Mendes (UFPE, Brazil)

Pinto Marcos Mendes de Oliveira (USP, Brazil)

Pereira Susana Carla Farias (FGV-EAESP, Brazil)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

Credit Card Mastercard Visa Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____