

This issue brings you several interesting developments in the area of the supply chain. The four papers published in this issue together offer theoretical and practical insights that hold immense value to the practice of and research in Supply Chain Management (SCM).

The first paper, “Applying AFMEA for Improving the Performance of Complex Production Processes”, by Saurabh Sharma and Mahesh Pophaley, presents the topic Advanced Failure Modes and Effects Analysis (AFMEA) along with behavior modeling, and gives general guidance in the application of the technique to analyze and improve manufacturing process. In order to improve process efficiency, product quality through attributes and time to market, a method has been proposed which can be applied to early process design. This is very important in the context of an industry working with Supply Chain Management (SCM). The current method uses Behavior Modeling (BM) approach to connect process functions, performance state variables with physical entities. Thus, to have a framework for assessing the cause and effect, it is indeed required that process failures must be defined explicitly. The paper shows how AFMEA applies readily to the early stages of manufacturing process and captures failure modes, normally missed by conventional process FMEA. An example of a Friction Welding (FW) process in an assembly line of turbocharger industry has been presented to show how BM is beneficial for SCM as compared to traditional FMEA.

The second paper, “Sustainable Supply Chain Excellence: A Biomimetic Perspective”, by N Sivakumar, Aravind Balasubramanya and C N Sundaresan, provides insights into sustainable SCM from the perspective of protein biosynthesis, which is one of the most fundamental supply chains present in every organism. After providing a review of literature, the study explains the protein biosynthesis process. The paper then analyzes sustainable supply chains using a biomimetic perspective of protein biosynthesis. Finally, lessons of excellence for supply chain sustainability based on unique characteristics present in the protein biosynthesis process have been delineated. This paper uniquely connects two different areas, which makes interesting reading.

The third paper, “Internal Benchmarking of Supply Chain Performance Measures Evidence from Selected Organizations”, by Kottala Sriyogi, aims at interpreting and expressing the internal supply chain performance measures, internal benchmarking of selected organizations with quantitative as well as qualitative perspective. The paper also discusses the financial metrics and linkage with supply chain performance measures for selected organizations. The main objective of this paper is to suggest a methodology for calculating the performance measures and their qualitative interpretation, constancy of conducting internal supply chain benchmarking in financial perspective with reference to the organizations of the same group. The results of this paper exhibit that there is a strong nexus between the SCM and financial success of companies practising predominant SCM.

The last paper, “Leveraging Customer Relationship Management (CRM) in Corporate Hospital Supply Chain”, by G V R K Acharyulu, provides insights into the importance of personal contact and relationships in healthcare environment. Customer relationship is important to service organizations in the context of globalization and technological innovations to survive in the competitive environment. Intangibility demands greater trust and reliability as the customer’s expectations are rising with time. Success of hospital services depends on the kind of quality service delivered to the prospect or client. The objective is to maximize the profitability of individual customer relationships, whilst minimizing the cost of managing these relationships. Patients expect the healthcare service provider to understand what they need. A satisfied customer is the greatest brand ambassador, and a loyal customer is a value addition. A world-class hospital service should focus on delighting customers by constantly exceeding their expectations in terms of quality, service, value and safety. This paper reviews the significance of the CRM practices of hospital services and suggests models to enhance the relationship based on the leanings.

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