

## **The Effectiveness of Measuring in Supply Chain Operations of E-Marketers**

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### **Abstract**

Supply Chain Management (SCM) for automotive manufacturers worldwide is one of the most relevant and dynamic problems. This research aims to analyze factors affecting the strategic efficiency of the supply chain (SPSC) and the OPSC by quantitative and quality research in the automotive industries. The research aims to evaluate the main outcomes, such as checked theories and established levels of buildings between IKCO and Isuzu, as studies in the automotive industry. In total, IKCO and Isuzu businesses received a total of 217 and 201 completed questionnaires. SPSS analyzes Cronbach's Alpha, where all values of Alpha are highly reasonable, also tested the reliability of results. Path analyzes (PA) were engaged in

discovering the occasional relationship between variables through multi-regression in PHSA, according to SPSC and OPSC as the key-dependent variables. SPSC and OPSC have been structured, based on the PA methodology, to assess IKCO and Isuzu's distribution chain efficiency. The Maximal Factor Likelihood (ML), used for the study of normality, outliers and composite stability, validity, and evaluating theories of Amos, was the foundation for confirmatory factor analyses (CFA). The qualitative analysis was also conducted to clarify the dimensions and assess the actual condition through interviews and documents. In conclusion, study results show that IT, organizational learning (OL), and product creativity (PRI) have affected the strategic success of the supply chain. However, SPSC has little impact on transformational leadership. In addition, method innovation (PI) and relationship efficiency affected the organizational output of the supply chain (PQ). The SPSC and OPSC have first been studied in the automobile sector. The research difference has been established, and the research center and SCM as the key foundation for automotive producers have been recognized.

### **Keywords**

Supply Chain Operations, Strategic Efficiency, Evaluating Theories, E-Marketers, Supply Chain Expense, Maximal Factor.

### **Introduction**

One trigger for the supply chain management of businesses is by cutting manufacturing prices, improving efficiency and retaining a competitive edge. The supply chain theory is explained as a value network with multiple cross-functions dedicated to supplying information and tools for successful supplier management and all chains. Therefore, the key goal of supply chain management is the convergence of all vendors and the management of all efficient capital. Several scholars concentrated on new topics by proposing fresh concepts for evolving companies and new product products (Ballou 2007). Innovative viewpoints cover organization, method creativity and product innovation (Alabdullah, T.T.Y., et al., 2020). There are three perspectives. The invention of processes reflects manufacturing processes and techniques and stresses the importance of commodity innovation on the latest product. Item, method and infrastructure advance through supply chain management have been studied. The research explored the function of factors that influence the supply chain's organizational and strategic efficiency.

### **Statement of Problem**

Supply chain management is one of the major issues in the automotive industry, particularly. Complexity and scope of procurement factors, prices, efficiency, distribution

and capital have culminated in businesses focusing on the growth of the supply chain. Many earlier types of research have discussed SCM problems.

### **Background of Study**

Manufacturers have built and drawn up supply chains to minimize control loads and costs of output since the 1980s (Boston Consulting Group, 2015). They have increased the number of outsourcing goods for manufacturing, quality and new (NPD) growth. Many experiments were carried out in the area of supply chain operations. Except in the area of strategic success, there are no substantial researches.

### **Research Objectives**

The main goal of this study is to create factors that affect the operational and strategic output of the supply chain to improve the automotive industry supply chain performance framework. This research will trace the factors required in the supply chain for developing organizational and strategic efficiency. This report will also examine how these influences influence the efficiency of the supply chain. The aim of this analysis is the following:

- Factors that affect strategic supply chain efficiency (SPSC).
- Factors that affect the working of the supply chain (OPSC).
- Comparing the IKCO and Isuzu outcomes and reports to recognize deficiencies and abilities using benchmarking and organizational learning.
- Establish a consistent system for the supply chain.

### **Supply Chain Management Definitions**

In the literature, there are various descriptions of SCM. There are various aspects of the meanings. Cost emphasis customer support and cost focus on inventory and flow focus are available. SCM's typical goal is to minimize the maximum supply Chain Expense to fulfil set and demand-based requirements, says CBRE (2013). The net cost may include:

- Components and other purchasing expenditures.
- Shipping costs inbound
- Investment costs
- Production costs are primary and indirect.
- Direct and indirect costs
- Costs of stock
- Costs of shipping

- Outbound cost of travel

Cosseboom (2015) describes SCM as managing all upstream and downstream connections with vendors and consumers to give the supply chain greater customer value at a lower cost. The method of strategic management for the movements and storage of products, pieces and finished inventories from suppliers through the business to customers is described by Daily Social & Veritrans (2012). Daily Social & Veritrans (2015) describes SCM as an attempt to produce and sell a finished commodity from a source to a consumer. Fernandes (2014) described SCM as a coordination strategy to control products movement from vendors to end-users while at the same time reducing stock and associated expense. "Supply chain management is an approach to combine vendors, distributors, warehouses and store firms effectively such that products are manufactured and delivered in the right quantities to the right places and at the right time to reduce system commonly accessible costs while fulfilling the service level criteria as stated by (Kaplan, 2015).

### **Supply Chain Performance**

Previous research concentrated mainly on operational efficiency than on strategic performance, which has been recognized as a critical element in the corporate performance and benefits, as the highly dynamic global sector, successful supply chain management (SCM) (Kaplan, 2013). In a competitive world, businesses must provide high-quality goods and services, produce in good time, adapt quickly and build dynamic capacities associated with the constantly evolving market environment (Nanehkaran, 2013). Some researchers analyzed the effect on the comparative edge of the major companies of the relationship efficiency of providers. The product and process improvement collaboration between vendors has brought quicker development of innovative technologies, reduced prices and high-quality products. The key companies as leaders should establish a level of relationship between suppliers (Preston's Friends 2016). Many academic studies are based on IT as the supply chain management infrastructure.

### **Supply Chain Management and Logistics Management**

The logistics reach ranges from raw material handling to the supply of the finished product, says Robinson (2014). The mission of logistics management is to schedule and organize all activities needed to meet decision thresholds for facilities and efficiency, according to Christopher, at the lowest possible expense. Supply Chain Management is a logistics management extension. The logistics management works on optimizing flows within the business while SCM functions beyond the company. The SCM definition was born from the management of logistics. Schöder et al. (2016) addressed the principle that two or three

companies in a supply chain could often enter into a long-term deal with the supply chain. Turban (2000) says that Supply Chain Management takes care of all facilities which affect costs and help ensure that the consumer adheres to the commodity. Supply Chain Management seeks to ensure efficient and economical operation in its entirety. The cost-efficiency of shipping and storage to inventory, manufacture and finished products and minimizing costs involve considering overall system-wide expenses.

Supply chain management minimizes the cost of shipping and inventory and uses a systemic approach to define change opportunities. There is a wide range of fields associated with SCM theories. There is a need to move from atomic theory generation to holistic and multidisciplinary action beyond the conventional borders of SCM. It is necessary to consider SCM of finance, engineering, operational control, supply management and logistics. SCM includes procurement, order management, development and delivery. These regions are also responsible for other tasks. Both these activities need to be addressed when building a supply chain. Top and top managers in a company must consider what is and is important to the management of the supply chain. These people comply with the plans and priority areas of the company. The industry supply chain can only function for a long time, not only based on management (Alabdullah, T. T. Y., et al., 2020). It must show a strong commitment to SCM to demonstrate a positive outcome to all workers in the field. The managers of the supply chain are those in the essential aspect (Agarwal, et al., 2021). A survey by Price-Waterhouse Coopers of 400 European companies showed culture is the biggest barrier to progress in the European supply chain business, not language or IT structure as one could predict according to Yin. (2010). Zaroni (2015) led a multinational confrontation in the food retail sector with SCM. The US and European food stores in the supply chain noticed substantial stock deficiencies, which the adoption of their SCM could clarify.

### **The Scope of Supply Chain Management**

Several businesses have discovered that good Supply Chain Management is the secret to maximizing profit and market share. Any firms have slashed their output costs to the full, and the main challenges are SCM. To identify new ways to reduce prices, the business must concentrate on the whole Supply Chain. Singapore Post (2014) mean that SCM can't give consumers more prices when reducing costs. The key aim of the effective supply chain is to meet the lowest potential demand rate, and SCM is to increase the quality of the commodity supply network, according to Singgih (2016). By dramatically lowering prices, SCM often can affect the valuable consumer value of the price (Ahmed, E. R., et al., 2020). In deciding the form of the supply chain needed for maintaining consumers, consumer value

is also essential. A supply chain policy of consumers shall be defined by the form of goods or services it provides and the importance of different elements of this consumer offering. Singgih (2016) provide a standardized supply chain management model and classification:

- Complete speculation: allows development and distribution processes on estimation before receiving a particular customer request.
- Fabrication postponement: certain design activities, including assembling and wrapping, are carried out only until the consumer issues the actual order.
- Logistics delay: output is focused on estimation and logistics based on delays.
- Complete postponement: development and logistics are delayed until the date of receipt of the customer order. SCM is wide-ranging.

Turban (2000) says that Supply Chain Management shall take care of all the facilities that influence costs and ensure the commodity consumer adhere. Supply Chain Management aims to make the whole operation effective and economical (Gupta, Ravi Kumar, 2019). Cost efficiency involves taking into account overall system-wide expenses, from shipping and storage to raw material inventories, processing and finished products and minimizing costs. Supply chain management minimizes shipping costs and inventory and uses a systemic approach to define opportunities for change. SCM theories are associated with a broad range of fields. There is a need to step beyond the conventional borders of SCM, from the generation of atomic theory to holistic and multidiscipline. SCM from finance, engineering, operational control, supply management and logistics should be considered. SCM encompasses sourcing, order management, development and delivery operations. Other tasks come under these regions. When building a supply chain, both of these activities must be addressed.

The top and top executives in a business must consider what is and is essential to supply chain management. These individuals settle on the company's plans and priority areas. The supply chain in the industry has become something that can operate for a long time only, just not based on the management. It must demonstrate a high commitment to SCM to make it clear to all the workers in the sector to achieve a positive outcome in the company. The supply chain administrators are those in the vital dimension. A survey by Price-Waterhouse Coopers from 400 European firms showed that culture was, rather than language or IT structures as one might predict, according to Yin. (2010), the greatest hurdle to progress in the European supply chain ventures. In the food retail sector, Zaroni (2015) conducted a multinational confrontation with SCM. In the supply chain, the US and the European food retailers noticed substantial gaps in inventory, which their SCM adoption might clarify.

European supply growth was further assisted, and the inventory could be decreased. The supply awareness of businesses varies, and the levels vary from one company line to another in numerous world areas. Zara serves as a successful example for an organization in the SCM or particularly in the supply chain. The business is an apparel store. Its global manufacturing processes have been aligned with the consumer specifications to rapidly react to the shifts in preferences of Lee (2014) fashion-conscious consumers. Supply chain collaboration can be described as the two or more independent companies who work together to coordinate their supply chain processes to build value more successful than Lee describes (2015). If chain participants agree, a dilemma may emerge between adapting decisions to take account of the supply chain's interests as a whole and protecting decisions in the interests of a business (Mishra, Shivam Kumar et al., 2021).

Companies benefit by reflecting on the requirement that impedes the total profitability of the participants of the network. The restriction may be actual, non-physical or external. Supply chain management remained a very prominent field of growth among businesses in the early 2000s, according to Leng et al. (2012). In the high-tech sector, significance is highly important. In SCM, a high degree of expertise is important to develop an excellent supply chain strategy. Bowersox's strategy to create a supply chain is focused on value optimization, full competitive benefit, pick service level, and minimum rollout. Gupta, Ravi Kumar (2018) implies that the whole goal of the logistics approach is to provide consumers with the service standard and efficiency they need and to do it at a discounted cost across the whole supply chain. When determining how to build up a supply chain, there are several aspects to weigh.

Supply managers in the industry can find it challenging to grasp both ideas and methods. It's hard to pick the right things. The system of Supply Chain Management includes several techniques and approaches. The manufacturing industry is based on two strategies: lean production and agile production. Li (2010) explains agile development as rapidly adapting to life cycle changes. Lean development is focused on the Japanese goal, according to Li. (2017), of eliminating excessive stopping times and working activities. Improvements in lead time, execution accuracy and externalization in the telecommunications sector were the main concerns within SCM. Related terms and conditions in SCM include: six sigma, vendor-controlled purchases, direct exports, RFID, increased yields, ITO, 3PL, VMI and e-commerce. ITO is an inventory switch off, which implies that a company's stock is transformed by days. 3PL is logistics in the third section, implying that an international part manages the delivery facilities. VMI is a retailer-controlled inventory which means the vendor is liable for the customer's inventory. E-commerce market and order automated systems, such as the Internet, goods and services. Cross-docking is a concept used to unload

goods from an incoming truck and load these materials with little or no stock between the outgoing trailers.

## **Innovation**

Some reports have shown that the impetus for creativity is organizational learning and information (Loon 2016). The secret to empowering businesses is to hit pace and versatility in innovation, a fundamental concept of the learning role (Motwani et al., 2000). Some studies seek to achieve high innovation efficiency through engagement and cooperation with external actors, including investors, suppliers and consumers (Nazempour, 2019). The fusion of internal and external capital will lead to developing innovative concepts and creativity. The principal consumers (Ramayah, 2010) and vendors are two external actors (Ramuhulu, 2018). The emphasis organizations serve as supply chain representatives and deal with innovation problems between manufacturers, consumers and suppliers. These questions explain the position of vendors, focal companies and customers contributing to innovation in SCM. Rismayadi (2018) emphasized that suppliers contribute towards competitive advantages and strong innovation efficiency in numerous aspects. Consequently, manufacturers are the most critical aspect of the production of innovation after focal businesses. Creative staff and academics promote corporate creativity. Any research centred on imagination and such aspects as corporate structure, leadership, and the influence of innovation on the climate (Rosli, 2018).

## **Automotive Industry**

The automobile sector was one of the major economies since the oil and banking industry. The automobile sector has about 5% of all output workers worldwide. In 2009, the automobile sector had a turnover of 2,000 billion dollars and over 50,000,000 secondary and active jobs worldwide. About 80 million vehicles were assembled globally in 2014. The typical automobile consists of more than 15000 parts, some of which are assembled by automotive assemblers. The price and grade of the vehicle components, therefore, decide the price of the automobile. The price of automotive parts is based on infrastructure, efficiency and buyer-provider relationships. Consumers and manufacturers display their technical expertise in manufacturing, raw material costs and production and assembly costs. Because of economic restrictions levied by the United Nations, most supply chain operations are restricted in (UN). Both product creation and process enhancement must be performed independently of external partners. This was a huge obstacle because modern technologies can't be introduced into software and hardware. N car firms must build their



suppliers without international partners. Restricted access to emerging technologies pushed businesses to build their capital and creativity in supply chain capability.

### **Supply Chain Performance**

In the supply chain, automobile sectors sought to build a value chain. Automotive producers encountered important market and strategic success problems. Over time distribution, cost, lead-time, and inventory levels are all problems in organizational success (Power, 2004); strategic performance requires goal and vision, quality, long-term priorities, competitor evaluation and innovative goods. The emphasis and concentration of efforts to boost operating efficiency are important for car companies. Companies are currently unsure about which reasons to concentrate on and where to start. At the end of the 2014 report, it remained subject to UN sanctions. The sanction was removed on 5, 2016, and international competitors will flood the n automotive industry. To stay successful, automakers need to control the supply chain, and car manufacturers face costs of production, efficiency and introduction of innovative models, decreased inventory levels, and fulfilled customer requirements. SCM begins from concept creation, NPD, process design, production, shipping, distribution, quality test and eventually consumer sales in the automotive industry. There are dynamic interactions between consumers and vendors within these supply chains.

### **Innovation**

Production businesses face obstacles including reducing revenue, detailed analysis of potential consumer demands and designing innovative goods. Many organizations assume, however many of them cannot grow, that creativity has beneficial effects on operational efficiency. They face obstacles to building a customer-based creative product. Huge investment is required in innovation. Companies unwilling to invest thus are confronted with minimal expansion in innovative goods, new industries and new clients. Innovative worker motivation reduces the stressful climate, which requires conventional corporate management. N automotive manufacturers face the difficulties of innovating methods and product types partially due to limited access to technology. Access to international partners' skills and resources is still minimal, hampering more innovation.

### **Supply Chain**

There are several supply chain concepts. The word "supply chain" is described in numerous forms by different individuals. Okechukwu (2017) defines the supply chain, for example, as "a network of organizations that, via up-to-date and down-to-date linkages, are involved

in different processes and activities which produce value in the form of products and services in the hands of ultimate customers." Any issues addressed were: the number of businesses participating in the chain, Supply Chain versus Demand Market, the chain viewpoint versus the supply chain and which parts of an organization is used to classify it as a supply chain, according to certain definitions of the supply chain, many entities must be included. Olowa (2018) argues that a supply chain includes at least two entities. Ozturk (2018) notes that a supply chain consists of regional distributed facilities that acquire, refine, and sell raw material, intermediate products and finished items. The facilities can be managed by the organization itself or by suppliers, clients, third parties, or other entities entered into business agreements with the corporation. The supply chain concept does not depend on the number of entities operating in the chain but on what functions are involved. It is really necessary to define what areas of the business can be regarded as a portion of the Supply Chain to address supply chain management and supply chain expense.

Popular duties of an undertaking are:

- Promotion and Distribution
- Production and Development
- Supply
- Operation
- General administration and company management

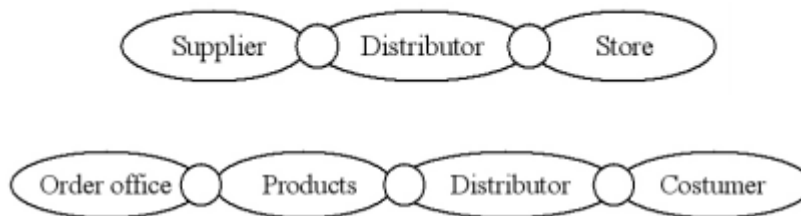
The role of the undertaking where the goods are produced is Research and Development (R&D). The production of the goods has a significant influence on the supply. It is also necessary to obtain the lowest potential supply chain cost with strong collaboration between R&D and supply. If the product developers produce a product in multiple versions from which the consumer will choose, it would ultimately result in higher supply costs. The business that produces the commodity has to provide more parts to produce the goods on hand to make the various versions. More versions of the inventory components are available. What is in the marketing and distribution role varies from business to company. This role involves the individuals who sell the product and all activities related to marketing for a telecom company that provides base stations. Commercials in newspapers, festivals and so on can provide ads. M&S also involves publicity events with a business supplying food. The bill for the shop and the staff in the shop is linked to supply for those companies.

Inbound logistics, outbound logistics, supply, development and distribution, are included in the delivery function. Claims and assurances are often provided in the supply portion. Inbound logistics means that information moves through the business, and outbound

operations are accountable for the material flows from the company. Contract arrangements with the content manufacturers are the obligation of Sourcing. Service is the job of the organization and is liable for after-sales. This means that they are liable for the marketing and technical assistance of replacement parts after the service duration. General management and corporate controls are the organization's duty to carry out operations that are not connected to the other four sections. This is more of the general manager. Company management and other logistical support roles are also included where they cannot be identified with each other. Supply forms one of the supply chains out of the five roles of an organization, but parts of the other functions can still be part of the supply chain spectrum. The layout of the supply chain varies between goods and services of various kinds.

Examples of three types of general Supply chains are:

- The supply chain for products that are sold in a store.
- The supply chain for products that are ordered from a supplier.
- The supply chain for services.



**Figure 1** Examples of three types of general Supply chains

Customers in the food business go straight to a supermarket and get everything they want. The contractor books the order and begins development. The product would then be shipped to the consumer. On the other side, it is specific for service supply chains where there are no physical goods. The service may be given in numerous forms, such as in a hair salon, via postal or mobile. Regardless of the variations in the role of the supply chain organization and how the good or service is distributed, the word supply chain shall refer to the definition of the supply chain. The supply chain may identify the operations in the chain, the businesses, or the various functions. Supply chains are of various sorts. For both service providers, it is normal for all players in the flow to be end-customer suppliers. Over time, a consumer can expect multiple supply chains. Negrut (2017) observed that a retailer must have the best supply chain for a consumer in various market scenarios. Without beginning with customers, Nzimande (2017) defines a single supply chain.

## **Data Collection**

Interviews were performed with supply chain management experts from 30 firms. The research was undertaken to find responses to the following questions:

- Is the expense of the supply chain measured?
- What are the most frequent efficiency measurements?
- What is the link between supply position and effective supply chain concept?
- What is the Supply position in multiple industries?

The interview questions are:

- Is supply an own part of the organization?
- What is an efficient Supply chain in your company?
- Is the company measuring Supply Chain Costs, and how?
- How is performance measured in the Supply chain?
- On which organization levels are the measurements performed?

General information on the firms was obtained to offer a description of the companies involved in the market and the scale of the enterprise. Net Revenues and Head Counts decide the company's scale. Net Revenue and Headcount details are given by the 2006 annual reports and the business information. Kitron is the lowest net revenue and headcount participating business. They have a total turnover of 0,3 BUSD and a population of 1300. Siemens is an organization with maximum net revenue of BUSD 138.3. Because of the form of the company and the market tradition, businesses involved in an observational analysis have varying calculation requirements in the supply chain. Consequently, I have picked various industries to get a broader view of market success metrics. Procurement, processing and delivery are critical aspects of the supply chain for the car business group and the telecommunications industry. This is separate from the Content Category and the Document Group, where production must be considered. That is because machine 48 used in manufacturing is very costly to buy. The main thing is production. The expense of computer machinery is the dominant component in terms of material prices, cost of administration, cost of distribution and cost of finance. These businesses thus concentrate on manufacturing equipment and optimizing its use. For the building business group, recruitment is an essential part. For this category, the merchandise bought is the largest expense in the supply chain, and so the primary emphasis is on the material purchased.

### **Analysis of Data from the Empirical Study**

Data were obtained in a database form concerning the five questions included in interviews with the 30 study participating firms. Data analyzes were done in three phases. In the first step, the rules for the quantification of the answers were created. In phase two, all responses were provided to the groups listed. The third stage was the interpretation of the findings. The details on how the organization determines an effective supply chain have been categorized into three sections. Definitions including costs are the first category. The second category comprises only output assessment concepts but does not involve any fee. Class No. 3 contains output and expense metrics as well as quality concepts. The analysis for SCC is focused on the concept that, if appropriate, SCC should involve operating costs, processing costs, storage costs, delivery costs, cost of capital and installation. The actual costs for the commodity, the product group, the consumer order or other calculation objects could be the warehouse costs, the delivery cost, the capital cost and the installation costs as much as possible. Production costs can depend on a fixed production cost per commodity determined by the measurement of the product. Costs should be calculated on a combination of true costs and the addition based on the percentage. General services and higher administration expenses are typically extracted by an extra proportion in an organization comprising 49 firms. If the business calculates supply chain costs is broken down into five categories. The first category comprises businesses that have no calculation of SCC. These businesses do not use and calculate the word SCC. Group number two calculates pieces but mostly based on processing costs Which imply, for example, that a business measures the costs of distribution, but that the estimated expense is based on rough markings, an additional proportion of costs, and not the exact real cost, as should the SCC be properly calculated. Measuring pieces was the third category.

### **Result**

The result is presented in five areas. The areas are Efficiency, Supply Chain Cost, Performance measurements, level of measurements, and supply position in the organization.

### **Efficiency**

Different organizations have different concepts of the effective supply chain. Among the responses are three classes. The classes comprise efficiency, expense and output and cost combinations. For example, concepts of performance quality are high execution consistency and high customer satisfaction. When the term is defined as a performance-dependent definition, no cost sections shall be included. Defining cost

efficiency means that the term just includes expenses and all other sections. The research and assumptions are focused on a single person in each company's response. When someone else from the organization addresses the queries, the answers might be different. This must be taken into consideration in the interpretation of this report. One-third of the firms in the sample are represented in terms of output and expense. This is dependent on results, the most common term. When describing an effective supply chain, 53 percent of the participating organizations concentrate on efficiency. Costs are just the concern of 10 percent of enterprises. For instance, an organization in the product business group holds the pledge, fulfilment in time, amount, consistency and the lowest possible costs in a productive supply chain. This concept protects the output emphasis and costs focus.

### **Discussion for a General Efficiency Index**

This segment provides a model or more modest index that assesses the productivity of a supply chain. The index concept is that an organization's success can be well known and calculated quickly. The expense principle is paired with the concept of customer care. The literature review concludes that balancing cost and customer support is essential, and companies are at risk of relying on one calculation. The premise behind the productivity index is that the index will enable company management and the supply chain to understand both the expense emphasis and the customer experience focus in the overall field.

### **Measuring of SCC**

The SCC is split into five major areas and a sixth region applicable to supply chains in sales rates. A clear description of what each expense entails is challenging to obtain. This will range from supply chains to company form. The supply chain is several diverse, and the elements of the SCC are different. Manufacturing costs are the dominant factor of certain supply chains. The cost of distribution will dominate in the other supply chain, and the cost of the factory and distribution is now in the third position.

### **Discussion**

Companies are working on supply chain reforms and looking for excellence and world-class supply, so what does that mean? It is challenging to address this query because of all the various meanings of a successful supply chain. You ought to identify what is an outstanding supply chain to calculate supply chain excellence. This research indicates that excellence is an effective supply chain that blends consumer emphasis with cost focus. It ensures that the business achieves the optimal consumer attention and expense focus balance to make the most profits. The calculations in the supply chain are important to know

the output of the supply chain. The literature review findings and this observational analysis indicate that four standards must be complied with to be considered successful output assessment measures or schemes. The measures on a Balanced Scorecard do not necessarily encompass the whole supply chain because it's difficult for businesses to locate measurements that demonstrate how my perspective is focused on the supply chain. This is a fascinating field with several improvement opportunities. These studies suggest that all three internal output, external performances and supply chain expenses should be covered in success assessments. Internal metrics of success are used to define places for change within the supply chain. External measures of consumer success are used to assess how often the customer is handled. In order to control costs in the supply chain, SCC is an essential step. One field of change focused on the main conclusions of the scientific survey is that supply requires having a clear role in the business to concentrate on the whole supply chain. In order to present high quality in supply chain management, and emphasis must be on supply in a business.

The company's highest management must recognize the value of supply. There is a possibility in businesses where supply is not seen as minor in the business system. One notable finding in the analytical analysis is that the 30 participant organizations still rely on supplies but are based on various levels of growth in terms of supply organization, calculation and productivity thought. One field of change is to provide a joint cost, and output perspective on productivity definitions in each organization questioned and potentially in most companies in general. A sector of improvement can also be based on expense and efficiency metrics. The metrics of output can indicate the quality of the supply chain. There can also be increased calculation standards. Measuring at most organizational stages and over time leads to making choices on all occasions at financial, tactical and strategic levels and ensuring that these decisions are backed up over time. These metrics can show a clearer view of the company's results.

The index offers an analysis of a company's performance. The index is easy to use and provides an overall understanding of the company's productivity status. The indexing principle is that all forms of firms and supply chains can be readily calculated. Cost and consumer emphasis are mixed, and the business reality is that both businesses fully understand the costs inside the supply chain and profit from calculating SCC. A maximum calculation of SCC is a valuable method for working on the SCM function. An organization does not emphasize one item at a time, e.g. the usage of machines and anything else after some time. The concept of the Average Logistic Index is to "push" the businesses to aim for many aspects simultaneously: low prices, outstanding client relationships, fast turnaround period and accurate delivery dates.

## **Conclusions**

This study has found the subject of supply chain metrics and basic supply chain excellence measures. It was the expense and consumer reactivity. Efficiency assessment is carried out by 30 firms engaged in observational research. The observational research reveals the most common efficiency measurements: distribution precise, product turnaround and lead time. The measurements range from one industry to another. Neither of the 30 organizations calculates both customer-specific expenses and efficiency metrics. Consumer attention success metrics consist of execution accuracy, lead time and customer loyalty. The measurements do not entirely cover the expense and efficiency of a business on consumers. Measuring the costs in the supply chain by the literature review and observational analysis is focused on the supply chain.

## **Future Research Possibilities**

Measurements in the supply chain were the subject of this study. The metrics would offer a clear picture of the performance of the organization and recognize places of progress. Quality metrics have the challenge of seeking an easy way that can be found in all kinds of supply chains independent of business type and product or service type. A formula, or index that is standardized that can be generalized to all businesses, requires quantifying productivity in a supply chain. In this study, the index proposed is an idea of how to quantify efficiency. This index may be established as a field for further study. Many SCM decisions require guidance from a good assessment instrument that can direct the decision-making process. One of the fields where the calculation concepts of this study will be interesting is the outsourcing of studies. Another field of more study would be relating outsourcing decisions to success assessment.

Both firms are used in a supply chain and have Mattson vendors and consumers. The businesses in one chain have more or less a bearing on each other's effectiveness. Cooperation may contribute to synergy or negative consequences. Strong collaboration in the prediction between two enterprises in the supply chain, for example, helps all firms. Either of the two companies provides components used in the other company's output. This will contribute to the business being willing to offer its parts at a lower price to the other company. The other business profits from lowering the costs of the components it imports. The whole chain should be addressed before implementing steps such as transferring vendors or surrendering consumers. Both operations associated with delivering goods or services to the end-user constitute the supply chain for a business. Activities can be inside the business itself but often beyond the company itself.



The research stated that literary discussions often reflect on the supply chain from the Chain point of view that you should optimize the whole supply chain and not concentrate on just one business. From the standpoint of understanding the whole supply chain, it's still the benefit of the own business and is the most critical one to produce the greatest outcomes. This research reflects on the supply chain from the viewpoint of the business itself. In order to increase their benefit, the Supply Chain benefits the business. Other businesses also commonly engage in the Supply Chain, which must be considered for supply chain management. All businesses are focused on winning conditions, but their own business wants to be as successful as possible. Buffers should be eliminated in the supply chain in the own business, for instance. The own business may ask another company in the supply chain to create a buffer such that a limited lead period can be given. The other business or company will acknowledge costs and liabilities for the tampon. The supply chain versus the demand chain is often addressed. People who speak of the demand chain claim that all are focused on a customer's demand and can thus be named the demand chain rather than the supply chain. That is real, but the goods or service supply from a source to a consumer remains, and the supply chain is also a stronger concept. The SCM questioned that the word demand chain management was not customer-driven.

This move is to develop supply chains for demand. The goal of the demand chain thought is to make a 13-fold choice. Over the years, people have expanded their understanding of supply chains. The flow of knowledge became extremely relevant, the economic outlook was important, and the end-user was focused. Mattson discusses two forms of supply chains. The first supply chain comprises internal departmental actors or roles that manage additional value or inventory moving through the organization. They could be ordering, making, packaging, processing and fulfilling consumer orders. Customers and vendors will be both these agencies. Customers and vendors are part of but not within the device boundary of the system setting. The second form is external supply chains. Today there is more to the Supply Chain than the company itself.

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