

A STUDY OF THE DETERMINANTS OF SUPPLY CHAIN COMMITMENT AND BUSINESS PROCESS INTEGRATION

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ABSTRACT

Purpose of this paper - Despite intense research interest in supply chain management (SCM) for two decades there is still uncertainty as what SCM is and how the behavioral determinants impact a supply chain. Hence, the purpose of this study is to explore the linkages between behavioral and marketing determinants of supply chains and their impact on commitment and process integration. This paper empirically examines these linkages and their impact.

Design/Methodology/Approach - Descriptive to Causal Research with survey, and tested via Structural Equation Modeling.

Findings - This study empirically justified the significance of behavioral dimensions in supply chain management and the impact of behavioral dimensions on supply chain commitment and process integration.

Originality/Value of Paper - This paper contributes towards fulfilling the gap in understanding the behavioral/soft determinants in managing supply chains, particularly in Asia.

Research Limitations/Implications - Data of the study was drawn from one single industry; hence the findings are indicative but not representative of all supply chains. Also, the results are not applicable to all countries across all industries. But this study will act as a fertile ground for developing future research on this area.

Practical Implications - This study will enable supply chain managers in their understanding of the importance of behavioral factors in managing supply chains in developing commitment of supply chain members.

Keywords: Behavioral Determinants of Supply Chain, Marketing Determinants of Supply Chain, Supply Chain Commitment, Business Process Integration, and Structural Equation Modeling.

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