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## Managing supply chain knowledge-based linkages

**Access to new resource related to supply chain management added to PM World Library**



Resource provided by [Ovyta RK](#)

14 April 2018 – Mumbai, India – Access to a new resource has been added to the PM World Library on the subject of Supply Chain Management. The new resource is titled “Managing supply chain knowledge-based linkages for improving operational performance”. This is a 2016 paper by Marianna Marra, William Ho and Carman Ka Man Lee published in the journal Knowledge Management Research and Practice.

This paper explores internal and external knowledge-based linkages across supply chain needed to achieve better operational performance. Through the research, it was found that effectively managing external knowledge-based linkages such as buyer companies, competitors, suppliers, subcontractors and the like can help improve operational performance. The approach used included data gathered through an in-depth case study combined with insights provided by Social Network Analysis (SNA).

The main potential of SNA is its capacity to visualize relationships and to monitor information and knowledge flows. The practical usage of this study is how it provides insights into the use of SNA to enable managers get a better understanding of organization’s linkage of resources and capabilities. Thus, by understanding the importance of knowledge flow in an organization for learning and competitive advantage, SNA as a visual tool helps identify the structure of knowledge linkage.

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*This new resource provided through the PMWL university research internship program; [to learn more, click here](#)*

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### For PMWL Post

Marra, M., Ho, W. & Lee, C. (2016); [Managing supply chain knowledge-based linkages for improving operational performance](#); Knowledge Management Research & Practice 14: 256. <https://doi.org/10.1057/kmrp.2014.28> (Ovyta RK)

Where to post in the library: <https://pmworldlibrary.net/supply-chain-management/>