

Collaboration is key for Supply Chain Innovation

Access to new resource related to Supply Chain Management added to PMWL



Resource provided by [Ravalika Gopireddy](#)

16 July 2019 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) related to Supply Chain Management. The new resource is titled “*Collaboration is key for Supply Chain Innovation*”, an article by Jim McClelland published on Raconteur website.

An efficient supply chain network is essential for businesses to deliver their products to customers. Traditional supply chains are now being considered too slow and inflexible with hefty lines of procurement and do not fit in the global markets characterized by uncertainty and rapid changes. And hence, supply chain managers need to be innovative and proactive in their thinking to balance product flows and costs.

With technological advancements and the changes that are taking place in the industry, innovation is crucial for creating a network that integrates information and action across the organization. However, this article points out that tech is not the real innovation, rather defines supply chain innovation as collaborative and connective. This article states that the biggest drivers for such supply chain innovation include not only ethics and sustainability but also short-term geopolitical pressures.

The author says that stakeholders, partners and colleagues are required to work together in order to create a better, faster and cheaper supply chain network. The article discusses the top factors that are driving supply chain innovation and standardisation which and creating a real culture of collaboration among peers and competitors. It elaborates on the points stated by different leaders and executives about a collaborative network and working culture.

To access this new resource, go to the Solving Global Environmental Problems section of the library at <https://pmworldlibrary.net/applications-and-topics/>, click on “Supply Chain Management”, and scroll down to resource. Must be a registered member and logged-in to access.

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

For PMWL Post

McClelland, J. (2019). [Collaboration is key for Supply Chain Innovation](#) , Raconteur.net, March 12. Traditional supply chains are now considered too slow and inflexible; with technological advances, innovation is crucial for creating a network that integrates information and action across the organization. This article points out that tech is not the real innovation, rather it is collaboration. Available online at <https://www.raconteur.net/manufacturing/supply-chain-innovation> ([Gopireddy](#))

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