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~~Supply Chain Management~~

Professor Chopra ' s research and teaching interests are in supply chain and logistics management, operations management, and the design of telecommunication networks. He has won several teaching awards at the MBA and Executive programs of Kellogg. He has authored more than 40 papers and two books.

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The Objective of a Supply Chain • Maximize overall value created
Supply chain surplus = Customer value – Supply chain cost

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Planning, and Operation, 5/e Authors: Sunil Chopra, Peter Meindl and D. V. Kalra

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Information • Role in the supply chain Improve the utilization of supply chain assets and the coordination of supply chain flows to increase responsiveness and reduce cost Information is a key driver that can be used to provide higher responsiveness while simultaneously improving efficiency Supply Chain Management: Strategy, Planning, and Operation, 5/e Authors: Sunil Chopra, Peter Meindl and D. V. Kalra

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and their interrelationships: the strategic role of a supply chain, the key strategic drivers of supply chain performance, and [the] analytical methodologies for supply ...

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