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Impact of IT Enabled Supply Chain in Indian Electronic Component Manufacturing Firms

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Abstract: Information plays a leading and optimizing role in the whole operations of supply chain. The development of IT has changed the way that company gains competitive advantages through supply chain management, successful companies always utilize IT to support and develop their business strategy, which will significantly impact on the whole supply chain. This paper assesses the present status and scope of SCM practices through an extensive survey conducted among the Indian Electronic component manufacturing organizations. Despite the extensive research carried out in the area of Supply Chain Management (SCM) throughout the world, SCM practices have not yet been very well adopted in developing countries like India. In this survey, opinion of Indian managers across the country has been assessed. A number of issues such as competitive strength, IT based information sharing, and problems in integration of supply chain with internet has been addressed in the context of Indian Electronics component manufacturing companies. The paper presents statistical analysis of the survey responses indicating the usefulness of the findings to the firms contemplating implementation of SCM practices. The findings of this article would provide important implications for the management in the electronic component manufacturing companies to understand the determinants that contribute to the SCM success. More importantly, based on the obtained results, these companies can enhance the SCM performance by improving the current practices/strategies through focusing on the determinants that significantly influence SCM performance.

Keywords: Supply Chain Management, Competitive strength, Responsiveness, Product customization.