

Transformation from Supply Chain to Demand Chain Based on E-business

Value-creation: A process perspective

Proceeding of IEEE International Conference on Service Operations and Logistics, and Information. Beijing, August10-12.2005,pp443-448

Zhen ZHU, Jing ZHAO, Li PENG
Center for International Cooperation in E-Business, College of Management,
China University of Geosciences, Wuhan, 430074, P. R. China
haitun206@163.com zhao5563@163.com lilypeng2004@163.com

Abstract: To meet the needs of increasing customization, it is better for organization to shift focus from supply-driven to demand-driven point of view. This paper introduces the role and value-creation of e-business in supply chain management (SCM) and demand chain management (DCM). Based on value-creation in e-business processes in value chain, this paper also presents two models for analyzing the trend of transformation from supply chain to demand chain as demonstrated in e-MTS (make-to-stock) and e-MTO (make-to-order). Strong evidence shows that companies at high level of e-business are good at DCM and lean to e-MTO. The results of this study provide an available approach for analyzing this trend based on e-business value-creation and will help managers understand the importance of e-business in realizing real-time customization.

Keywords: DCM, E-business, process, SCM, transformation, value-creation