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VALUE CREATION: MARKETING-OPERATIONS VIEW POINT OF THE SUPPLY CHAIN

Abstract:

As the global boundaries shrink and vanish day by day, the logistics and supply chain nightmares of the multinational players go up day by day. This paper looks into the core aspects of marketing function along with the operations of the supply chain for the purpose of value creation in the eyes of customer. Value creation is the process of providing and delivering goods and services to the customers for which they are ready to pay for and also takes the product or service more towards its logical conclusion, in other words, it adds something to the product or service. The paper introduces the basic concepts of value creation from customers' perspective, it then goes on to relate the vital role the marketing-operations plays in various performance metrics of any supply chain network. These performance metrics are then detailed out from a qualitative and quantitative perspective. In the end, the paper does touch upon the areas of overlap and major concern for any organization with footprint across a big geographical region.

Keywords:

supply chain, marketing-operations, value creation, customer, products, services

JEL Classification: M11