



SALAD

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S. No	Title of the Article	Page. No.
1	POST COVID-19 AND ITS IMPACT ON THE GLOBAL ECONOMY MADHU MITHA. T- IMBA	1
2	SUPPLY CHAIN MANAGEMENT MUTHU SANKAR –I MBA	4
3	CONSUMER BEHAVIOUR DURING PANDEMIC OF COVID -19 RAM KUMAR. R- I MBA	6
4	SOCIAL MEDIA IMPACT ON BUSINESS EVALUATION ANUJA R M- I MBA	9
5	SUPPLY CHAIN MANAGEMENT ASWINI T- I MBA	13
6	SUPPLY CHAIN TECHNOLOGY SUBIN. M- I MBA	17
7	ROLES OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT MOHAMED THOUFIQ S – I MBA	19

POST COVID-19 AND ITS IMPACT ON THE GLOBAL ECONOMY

MADHU MITHA. T- IMBA

The COVID-19 pandemic, which began in late 2019, penetrated the deepest core of human civilization, revealing the immense power of nature and its capacity to disrupt human life and economic stability. The outbreak of the coronavirus drastically affected the entire world, causing unprecedented disruptions across various sectors. Agriculture, food, aviation, tourism, retail, and education were all severely impacted, highlighting the vulnerability of the global economy to such pandemics.

Economic Impact in India

India's economy, like many others, faced significant challenges during the pandemic. In the fourth quarter of the fiscal year 2020, India's growth rate plummeted to 3.1%, according to the Ministry of Statistics on May 31. The contraction of the Indian economy during the financial year 2020-2021 was recorded at 7.3%, the most severe since independence. This economic downturn was primarily driven by the nationwide lockdowns, which led to the closure of numerous business units, a surge in unemployment rates, and a substantial decline in domestic consumption.

The lockdown measures implemented to curb the spread of the virus resulted in a drastic reduction in economic activities. Many businesses, particularly small and medium enterprises, faced insolvency due to prolonged closures. The unemployment rate soared as industries such as tourism,

hospitality, and retail struggled to stay afloat. The sharp decline in domestic consumption further exacerbated the economic slowdown, as people curtailed spending amid economic uncertainty.

Impact on Trade

The pandemic also severely disrupted international trade. In April 2022, India's exports fell by 36.65% year-on-year, while imports dropped by 47.36% compared to April 2019. This significant decline in trade adversely affected the Indian economy, which relies heavily on both exports and imports. The disruption of global supply chains, coupled with reduced demand for goods and services, posed substantial challenges to economic recovery.

Global trade faced similar disruptions, with many countries experiencing declines in exports and imports. The pandemic exposed the fragility of global supply chains and underscored the need for diversification to mitigate future risks. Countries dependent on a narrow range of export commodities or a limited number of trading partners were particularly vulnerable to the economic shocks induced by the pandemic.

Global Economic Challenges

The economic challenges faced by India were mirrored globally, as many countries struggled to navigate the unprecedented economic landscape brought about by the



pandemic. The global economy experienced a contraction, with various sectors facing significant hurdles. The aviation industry, for instance, witnessed an unparalleled decline in air travel, leading to massive revenue losses and job cuts. The tourism sector, a critical revenue generator for many countries, came to a standstill, impacting millions of livelihoods.

Retail sectors worldwide also faced severe disruptions, with physical stores closing down and a shift towards online shopping. The education sector had to adapt rapidly to online learning, revealing stark disparities in access to technology and internet connectivity. These challenges highlighted the need for resilient and adaptable economic structures to withstand future crises.

Pathways to Economic Recovery

To achieve economic recovery and sustainable growth, it is crucial to focus on the fundamental factors of economic development: land, labor, capital, and entrepreneurship. Strategic investments in these areas can drive economic growth and resilience. Furthermore, there are several key areas that require attention to foster economic recovery:

Diversifying the Economy: Diversification is essential to reduce dependency on specific sectors or commodities. By broadening the economic base, countries can mitigate risks associated with sector-specific downturns and enhance economic stability.

Addressing Inequality: The pandemic exacerbated existing inequalities, making it imperative to address the rise in inequality. Implementing policies that promote inclusive growth, provide social safety nets, and ensure equitable access to resources can help stem the rise of inequality.

Sustainable Finance: Ensuring the sustainability of financial systems is crucial for long-term economic stability. This involves promoting responsible lending, investing in green and sustainable projects, and enhancing financial literacy among the population.

Institutional Improvement: Strengthening institutions is vital for effective governance and economic management. Transparent, accountable, and efficient institutions can foster a conducive environment for economic growth and development.

Innovation and Entrepreneurship: Encouraging innovation and supporting entrepreneurship can drive economic dynamism. Policies that facilitate access to capital, provide mentorship, and reduce bureaucratic hurdles can nurture entrepreneurial ventures and spur economic growth.

Collaborative Efforts for Recovery

The path to economic recovery requires collaborative efforts at both national and international levels. Governments, businesses, and civil society must work



together to rebuild economies and promote sustainable growth. International cooperation is essential to address global challenges such as climate change, trade disruptions, and health crises.

In conclusion, the COVID-19 pandemic has profoundly impacted the global economy, revealing vulnerabilities and highlighting the need for resilient economic systems. By focusing on key economic factors and fostering collaboration, we can navigate the challenges posed by the pandemic and move towards positive economic growth. It is imperative that we learn from this crisis and build a more sustainable, equitable, and resilient global economy for the future.



SUPPLY CHAIN MANAGEMENT

MUTHU SANKAR –I MBA

A supply chain is combined network of individuals, organizations, resources, activities, and technologies that are involved in the process of create and deliver of goods and services to the market. The main purpose of a supply chain is to ensure that the right products are delivered to right customers at the right time.

IMPORTANCES OF SUPPLY CHAIN MANAGEMENT

Supply chain is an important part of organization, whether it's small or large. It is active management of supply chain activities to maximize customer value.

The success of any business depends on its ability to manage its supply chain effectively.

It can help to achieve several business objectives of controlling the manufacturing processes.

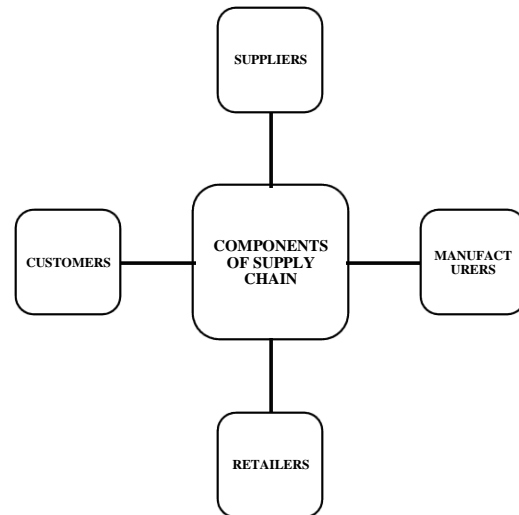
It can improve product quality, reducing the risk of recollect and it help to build a strong consumer bond.

A well-organized and efficient supply chain can help improve productivity, reduce costs, and ensure timely delivery of products to customers.

In the order to achieve this, businesses understanding of their suppliers, manufacturers, distributors, and retailers.

And how they all interact with each other.

COMPONENTS OF SUPPLY CHAIN



SUPPLIERS:

Suppliers are businesses or organizations that provide raw materials or finished products to other businesses in the supply chain.

MANUFACTURERS:

Manufacturers are businesses that transform raw materials into finished products for distribution to other businesses in the supply chain.

RETAILERS:

Retailers are businesses that sell finished products directly to consumers or other retailers.

CUSTOMERS:

Customers are the end users of goods and services supplied by the supply chain.

Supply chain management (SCM) is the management of the flow of goods. It includes the movement and storage of raw materials,

work-in-process inventory, and finished goods from point of origin to point of consumption. Interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain.



CONSUMER BEHAVIOUR DURING PANDEMIC OF COVID -19

RAM KUMAR. R- I MBA

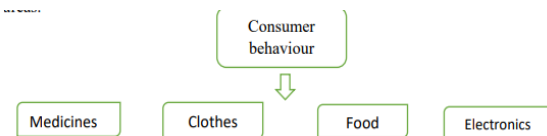
Consumer behaviour that deals with study of individuals groups or organization and all the activities with purchase, use and sales of goods and services. It shows the consumer emotions, attitudes and preference which affect the buying behaviour. Consumer behaviour influences the consumer from social groups such as family, friends, sports, to society (brand-influencers, opinion leaders). Consumer preference means an individual's preference taste for a particular product. While buying a product a consumer analyses various alternating brands, products. Origin of consumer behaviour (1940s and 1950s) marketing was fully ruled by classical schools of thought which were focused on case study approaches with occasional use of interview methods.

From the 1950s, marketing starts to shifts its adopting way from economics and towards with other disciplines, mainly with the behavioural sciences including sociology, anthropology, and clinical psychology. This resulted in a new emphasis on the customer analysis.

Marketing disciplines includes opinion leadership, reference groups, and brand loyalty.

COVID 19 has changed the world of retail and the customer. Based on the compare with previous period there was an increase in average spending and also a decrease in the frequency of purchases. So, consumer confidence gets slow down, so people are worried about the future. Because Retailers have invested billions. The coronavirus pandemic has changed the customers' shopping behaviour and also influences based on political, legislative C 2 and economic factors.

The aim of the research was not to identify the causes, but to identify the changes that consumers had noticed about the behaviour. During COVID 19 consumer purchasing behaviour that can be divided into four areas



Consumer Behaviour- Medicines

As for changing in consumer behaviour purchasing medicines. They didn't show preferences to the E-shops, they continued in purchasing the medicines in shops and didn't change the time of shopping and also, they visited those shops with less frequency and they were form a line for shopping and maintaining the social distance.

Consumer behaviour – Clothes

Cloth stores get affected during covid, due to restrictions and shut down to stop spreading the virus. More than 73% of peoples worried about the closing of the cloth shops. It makes a significant problem and it led to reduction in demand.

Consumer behaviour – Food

In case of food 40% of buyers started buying food in e-shops to a greater extent before the COVID -19 Pandemic. More than 60% of buyers look forward to E-Shops also started to giving the discounts for attracting the youngsters during covid 19 because most of the people in IT Company do work from home job only. Reopening farmers' markets. More than half of the buyers did not change their shopping cart. And also, Government

permitted the delivery of foods through the ZOMATO and SWIGGY.

Customers chose the food in preferred hotel by way of these delivery servicing company. After relaxation from government reliance market started to acquire more vegetables by giving more discounts. This affects retailing markets and also a farmer.

Since before COVID -19 consumer behaviour focus on the limited income with their unlimited wants. Due to covid closing stores makes the consumers use the alternative channels. Corona virus has changed consumer behaviour in every way, more than 45% of customers shopped online than usual.

Even after covid, E-shops are used by 30% of shoppers more than before government restrictions. The unpredictable situation that 2020 brought a number of changes, and also internet sales are even higher than the most optimistic expectation. At the same time our technology made an improvement during pandemic.



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SOCIAL MEDIA IMPACT ON BUSINESS EVALUATION

ANUJA R M- I MBA

The success of a business depends on effective implementation of its business organization using the new tools of social media. Social media facilitates for the conjecture of a mixture of people from different domains for sharing of content, it serves as an important and indispensable factor in defining business processes. The promoting and developing business using social media plays a major role in customer life.

In a decidedly globalized and competition driven business world the role of social media is growing and increasing. It has become a tool for marketing, education, technology etc. The impact on social media in businesses positively and offers an opportunity for your audience to find you on social media. It helps to reach to your targeted audience, stay engaged with them, and respond to their queries instantly.

It is a great way to evaluate your competition by monitoring their social media pages. Whatever, the evaluation of investment in the social media and its benefits is still lacking. But remember that business did survive before

social media – it is absolutely possible to create a successful business without it.

The popularity of social media has led to the opening of a new avenue – digital marketing, which uses different digital platform to promote products or services. The rise of these social networking sites like Twitter, Facebook and Instagram is playing out as a key for the extension of business of an organization all over the world. Due to digitalization customers are becoming more informed and rely less on traditional selling and buyers are relying more on digital resources and their buying process most often includes the uses of social media.

The blast of social media services during the most recent couple of years keeps on essentially affecting publicizing, as shoppers dependence word of mouth in the decision making process either from people they know or online consumers they don't know, has expended altogether. Social media is not, at this point simply a stage for social connection. Or maybe, it is changing the way organization work. Making the world revolve around the



customers in a single tap, with aim of obtaining new stuffs from the business environment.

Either you are a startup or a small business, whether you are an online store or an enterprise, social media is vital for your business marketing strategy. Social platforms help you connect with your customers, boost brand awareness, and increase your leads and sales. With close to five billion people across the globe using social media, it is the trend maker and opportunity creator for individuals, partnerships, organizations, governments, etc.

Evaluation of Business

A business evaluation is analysis and review of the entire business as a whole. It is conducted to determine the overall standing and operation of a business before it is sold by the owner to a potential interested buyers. The evaluation is conducted to ensure that the buyers understand what areas may need attention and what changes need to be implemented to get the business desired from the purchase.

Once the business evaluation have been conducted, the current business owner and the potential buyer each get a copy of the

evaluation to read through. This can include an evaluation of both the business as a whole and internal evaluation of the employees and current management in place. The business evaluation is used for two purpose, first is that the potential buyers gets an overview of how the business operates and a description of the business worth. This information is used to determine whether the buyer wants to purchase the business. The second purpose is to communicate the information about the products to the current business owner of any changes so that they can made the business process more appealing to potential buyers.

Social Media in Business

Social media is an effective marketing communication platform that can really help your brand get noticed. Facebook, Twitter, Vimeo, Instagram and Snapchat are ever increasing in popularity. They have become natural forums for people to share opinions, ideas and information.

Social media channels might be the main place where people are interacting with brands. They also have the potential to reach further than any offline channel. As a result, these platforms have become the number one choice



for savvy marketers. They are the perfect tool to engage with stakeholders, increase brand awareness, drive traffic to a website and generate a buzz around your business.

Advantages of Business Evaluation through Social Media

- Increase the level of communication between foreign countries.
- Helps to establish new brands and products in Market.
- Learn more about customers, to gain their supports and provide services to hold them.
- Upgrade of technology is made based on the current trend.
- Easy to find the competitors and their techniques to improve their production.

Disadvantages of Business Evaluation through Social Media

- There will be privacy or security issues for the Management and awareness to hackers is needed.
- The level of competition is high and the contents may be copied easily.

- Time is not absolutely free it takes time to understand the concept of business in online.
- The amount of restrictions for business is likely to be more in social media.
- There will be more trolls and negativity for the budding entrepreneurs as they are new to the business platforms.

Conclusions and Recommendations

As you can understand that there are so many pros and cons of using social media in business. However, it all falls upon whether u learn from your mistakes, and investing enough time in creating strategy on how you will deal with social life . After all, it is a powerful tool and all businesses need to take advantages of it.

By participating in the social media movement, business can communication and engage with potential consumers all around the globe and make word-of-mouth promotion profitable. The more social media exposure a business creates, the higher the potential of attracting more customers.

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SUPPLY CHAIN MANAGEMENT

ASWINI T- I MBA

Supply chain across intercorporate borders to increase the value across of the whole supply chain. This paper seeks to introduce supply chain and Supply Chain Management. Supply chain management is concerned with the efficient integration of interconnected entities so that products are sourced, manufactured and distributed in the right quantities, to the right locations and at the right time, thus satisfying customer requirements at minimal total system cost. Such systems face complexity due to the multiple material and information flows. Supply Chain and Supply chain Management have played a significant role in corporate efficiency and have attracted the attention of numerous academicians over the last few years.

The development and functioning of Supply Chains have become important subjects for academicians with a resultant increase of definitions and phrases. Definitions that have been investigated for the intention of this thesis are as follows:

As reported by Beamon B. (1998), a Supply Chain is “a structured manufacturing process wherein raw materials are transformed into finished goods, then delivered to end customers”. Supply Chain as “a chain starting with raw materials and finishing with the sale of the finished good”. It is a connected set of resources and processes that starts with the raw materials sourcing and expands through the delivery of finished goods to the end

consumer. A general description of the process integration involving organizations to transform raw materials into finished goods and to transport them to the end-user.

The above definitions centralize on the core determinants of an effective Supply Chain. They connote the need for a provenance and a destination within which goods flow and accept the approach that overall Supply Chains start with resources (raw materials), combine a number of value adding activities and finish with the transfer of a finished goods to consumers.

Supply Chain Management

The connections and nodes in a Supply Chain achieve functions that contribute to the value of the goods transporting through the chain and thus its achievement. Any connection that does not carry out well reduces the overall effectiveness of the whole Supply Chain.

The notion of Supply Chain management as used in many research is usually linked with the globalization of producing and the penchant for manufacturers to source their inputs planetary, which necessitates management of profitable ways of regulating worldwide flows of inputs or outputs. The principal focus of market competition in such situations is not only between goods, but between the Supply Chains delivering the goods. As competition in international markets is progressively dependent upon the of arrival

time of goods as well as their quality, coordination between suppliers and distributors has become an important characteristic of the Supply Chain. As the customer satisfaction is a crucial benchmark of the success of the Supply Chain, effective management of the linking processes is crucial (Trkman, P., Stemberger, M. and Jaklic, J., 2005). Additionally, market uncertainty necessitates Supply Chains to be easily flexible to changes in the situation of trade. Such flexibility in supply requires effective Supply Chain Management.

Supply Chain management is aimed at examining and managing Supply Chain networks. The rationale for this concept is the opportunity (alternative) for cost savings and better customer service. An important objective is to improve a corporate's competitiveness in the global marketplace in spite of hard competitive forces and promptly changing customer needs (Langley, C., Coyle, J., Gibson, B., Novack, R. and Bardi, E., 2008).

Numerous Supply Chain management definitions have been presented in the academic literature.

“Alberta efuture centre” asserts that Supply Chain Management (SCM) is the act of optimizing activities across the Supply Chain. Ayers, JB. (2001) reported that Supply Chain management is the maintenance, planning, and Supply Chain processes activity for the satisfaction of consumers needs.

Supply Chain Management(SCM) as a chain of facilities and distribution alternatives that performs the functions of obtainment of products, transformation of these products into intermediate and finished goods, and the distribution of these finished goods to customers. It incorporates the integration of activities taking place among facilities network that acquire raw material, transform them into intermediate products and then final goods, and deliver goods to customers through a system of distribution. According to Christopher M. (1998) explained that supply chain refers to the organizations network that are involved in the diverse processes and activities that generate value in the form of goods and services in the hands of the end customer. Supply Chain Management (SCM) is the “strategic and efficient coordination of the conventional business functions and the strategies across these business functions within a specific corporate and across businesses within a supply chain, for the aims of developing the long-term performance of the corporate and the supply chain as an entire.

The Supply Chain Forum (SCF) as the integration of key business processes from end user through suppliers that provide goods, services and information that add value for customers. Supply Chain management (SCM) includes the designing and management of all activities involved in sourcing and purchasing, transformation, and all logistics management activities. Principally, it also includes coordination and partnership with network partners, which can be suppliers, mediators,



third party service providers and customers. Fundamentally, Supply Chain management (SCM) coordinates supply and demand management within and across corporate.

Even though all the definitions given above are satisfactory, most do not emphasize the importance of effectiveness in Supply Chain management (SCM). Thus for the aim of this paper, the following definitions were used as the foundation for developing the model for assessing Supply Chain effectiveness.

Supply chain is explained by Jain et al (2010) as the management of business processes or activities associated with coordination and there are linkages in the supply chain network. The networks comprise of multiple firms of different forms, sizes and types of products that are manufactured and distributed. The functions of these networks are to transform raw materials into finished products and to move the finished products to the end users through efficient and effective SCM. Due to today's crowded market place, efficient SCM is the focal point on building sustainable competitive edge as seen by the responsiveness of the supply chain.

Most companies today no longer compete simply as independent businesses but rather as supply chains. This is in line with Mentzer's et al (2001) and Esper's et al (2010) explanation of supply chains as all companies are involved in the upstream and downstream flows of products, services, finances and information. Individual businesses no longer operate in isolation and neither should their

strategic orientation be wholly individualistic. Lambert (2004) emphasizes the need to have in-depth knowledge and understanding of how the supply chain network structure is configured. The three primary components of a company's network structure are

- i. The members of the supply chain
- ii. The structural dimensions of the network
- iii. The different types of process links across supply chain.

This clearly shows the importance of integration as logistics being part of the activities within supply chain will influence the overall effectiveness of the supply chain. This concurs with several literatures which have identified logistics as long term and voluntary relationships between two or more independent members of the supply chain

Little (1999) declares that Supply Chain management (SCM) aims at increasing value contribution to the customer while concurrently optimizing functional costs of the Supply Chain. Computerworld (2001) defines Supply Chain management (SCM) as the management that allows an organization to get the right products and services to the location they required on time, in the suitable quantity and at a satisfactory cost. Effectively managing this process involves supervising connections with customers, suppliers and controlling inventory, forecasting demand and getting regular feedback on what is occurring at every connection in the chain.



Kitsolutions (2003) defines Supply Chain management (SCM) as providing the right goods or services, to the right location, in the right quantity, at the right time and at the right cost.

According to Simchi-Levi, D., Kaminsky, P. & Simchi-Levi, E. (2003), Supply Chain management (SCM) refers to “a set of methods used to effectively coordinate suppliers, producers, depots, and stores, so that commodity is produced and distributed at the correct quantities, to the correct locations, and at the correct time, in order to reduce system costs while satisfying service level requirements.

It has been established that integration is important in SCM especially for value creation and business performance improvement as demonstrated by Frohlich and Westbrook (2001) and Ataseven and Nair (2017). They established that the wider integration of a focal company with its suppliers and customers simultaneously will

lead to more performance. The importance of integration in supply chains is indicative of the execution of functions of members within the supply chain network as they strive to move goods and services from the point of origin to the end users. However, very few studies have linked integration in supply chains with business processes (Lambert et al, 2008). There is a need therefore to establish the relevance of integration in SCM within the context of key business processes.

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SUPPLY CHAIN TECHNOLOGY

SUBIN. M- I MBA

Without a doubt one of the maximum essential gear to be had to deliver chain experts now a days is information technology (IT). IT may be the glue that allows Supply Chain supply actual cost to organizations – but an incorrectly configured gadget or a terrible generation desire can deliver its very own problems – right here test out 6 matters that your Supply chain IT gadget must supply.

1. Efficient Transaction Management:

Having easy general transaction tactics, as an example the way you improve a Purchase Order, supported through a consumer pleasant consumer interface is a must make it smooth for customer to pleasant consumer interface is must make it smooth for customer to seize facts as soon as after which put it to use time and again in the system. Pay near interest to tactics that can bring about facts integrity concerns - make certain that your transaction seize and important thing facts which you required to screen your commercial enterprise and search for automation of repetitive non-cost upload sports wherein possible.

2. Business Intelligence:

An good enough commercial enterprise intelligence or control reporting answer is frequently the keystone of any commercial enterprise – for Supply Chain it’s similarly true understanding in which your belongings are correct and well timed stock information, provide overall performance and a organization grip on fees need to be effortlessly done at the pressing of look to make sure that everybody to your organisation has get admission to the facts they want after they want it.

3. Enterprise Integration:

Linking the deliver chain each internally and externally is not a pipe dream – equipment together and XML and sensible transaction processing structured permit distinctive corporations unfold throughout distinctive geographies to collaborate in actual time percentage order books, asset records or collaborate on tenders or bids – make certain that your device is able to sharing record together along with your partners.



4. Workflow:

Your device must allow you to float interest in the device in your hierarchy of users – want to get approval on an order does it electronically with workflow had a transport rejected with aid of using your warehouse ship out computerized signals to QA – long past out of inventory for an object of inventory – flag it up in your substances control group for action appearance to apply your device to manipulate with the aid of using.

5. Forecasting:

With the right planning team, you can achieve what you need to achieve the next day and absorb the risk of your trading business before they bite: you want to plan your stock cost for the next five years, you want to recognize your own costs in electrical products – make sure your feedback is good enough to create out of the box plan and forecast.

6. Collaboration:

Collaboration breeds ideas; you can save money and bring the deal closer; Take advantage of closer collaboration between design and procurement to share and work with the same data. Need design and sourcing to work a BOM? The right collaboration tools can add real value.

Firms are realizing that strategic opportunity exists within their supply chain and frequently rely on supply chain technology investments to enhance the likelihood of effective use of their knowledge-based resources. Other leading companies are using widely available technologies implemented in conjunction with well-developed knowledge management expertise to drive competitive advantage.

ROLES OF TECHNOLOGY IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MOHAMED THOUFIQ S – I MBA

Technology has revolutionized the logistics and supply chain management industry, Streamlining operations, reducing costs, and improving efficiency. Here are some of the roles of technology in logistics and supply chain management

Transportation management systems (TMS)

TMS technology enables companies to optimize their freight transportation network, manage carriers, and track shipment in real-time, this technology automates many tasks, reducing errors and increasing efficiency

Warehouse management system (WMS)

WMS technology improve warehouse operation by automating tasks such as Receiving, picking, and shipping. This technology also provides real-time inventory tracking, reducing stockouts and overstocking

Radio frequency identification (RFID)

RFID technology uses radio waves to track and identify items. This technology is widely used in supply chain management to track inventory, monitor inventory levels, and optimize delivery routes

Internet of things (IoT)

IoT technology allows devices to communicate with each other and exchange data. In logistics and supply chain management IoT is used to track shipment,

monitor inventory levels, and optimize delivery routes

Artificial intelligence (AI) and Machine learning (ML)

AI and ML are used to optimize supply chain planning and forecasting. These technologies analyse data to identify patterns, predict demand, and optimize inventory levels.

Blockchain

Blockchain technology provides secure, transparent, and decentralized records of transactions in logistics and supply chain management, blockchain is used to track and verify transactions, reducing the risk of fraud and improving transparency

Big data analytics

Big data analytics technology is used to analyse amounts of data to identify trends and patterns, which can help companies optimize their supply chain operations. This technology can help companies identify areas of waste, optimize inventory levels, and improve overall efficiency

Autonomous vehicles

Autonomous vehicles, such as drones and self-driving trucks, are becoming increasingly popular in logistics and supply chain management. These vehicles can improve delivery times, reduce costs, and increase



efficiency by eliminating the need for human drivers

Cloud computing

Cloud computing technology enables companies to store and access data from anywhere, at any time. This technology can help companies improve collaboration, reduce costs, and increase efficiency by providing real-time access to critical supply chain data

Augmented reality (AR) and virtual reality (VR)

AR and VR technology can be used to improve warehouse operations by providing workers with real-time information about inventory locations, product information, and safety instructions. This technology can also be used to train workers and reduce errors.

Supply chain visibility

Technology can help improve supply chain visibility by providing real-time information about shipments, inventory levels, and delivery times. This technology can help companies optimize their operations, reduce costs, and improve customer satisfaction by providing accurate and timely information

Customer experience

Technology can improve the customer experience by providing real-time information about shipment status, delivery times, and product information. This technology can help companies improve customer satisfaction, reduce returns, and increase customer loyalty

Technology has transformed logistics and supply chain management, enabling companies to optimize their operations, reduce costs, and improve efficiency. As technology continues to evolve, we can expect even further improving the logistics and supply chain management industry.



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About Salad

SALAD is a Quarterly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. SALAD aims at serving the Management student community in impacting knowledge about the Current events in management Science. Just like salad which is a mixture of cold and hot food which is arranged and served, our SALAD provides a variety of information to readers.

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