



INTERNATIONAL

INVITED SESSION SUMMARY

Title of Session:

The Learning Supply Chain

Name, Title and Affiliation of Chair:

Dr. Susan B Grant , Brunel University

Details of Session (including aim and scope):

As markets experience higher levels of turbulence and uncertainty, firms are increasingly recognising the importance of knowledge sharing, organisational learning and wider supply chain learning, as a means to sustainability. Indeed, knowledge sharing within a company has always been considered pivotal in reaping competitive advantage (Tohidinia and Mosakhani 2010), and a learning supply chain can offer significant benefits including improved forecasting, reduced inventory levels, enhanced planning and decision making (Sahin & Robinson 2002) improved long term relationships (Lambrechts 2012) and a better understanding of customer preferences and needs, (Collins et al 2002; Spekman et al., 2002; Hernandez-Espallardo et al 2010). Learning across supply partners additionally can lead to tighter co-ordination among member firms facilitated by knowledge management practices that support market place responsiveness (Peterson 2002) and higher innovation capability than a network with less effective knowledge sharing (Von Hippel 1988). However, finding the right mechanisms for sharing knowledge (and subsequent learning) within organisations and increasingly across supply chains, has been a major issue for both organisations, and supply chain research (Grant 2016, Kembro and Selviardis 2015).

With the rise and success of complementary technologies such as social media, digital technologies, and big data (plus big data analytics) (Chae 2015, McKinsey 2016), the potential to effectively connect all types of supplier to a knowledge sharing network, and generate new and useful insights to drive wider supply chain learning, is an exciting and necessary area for development in the field of Supply Chain Management (Grant 2016). Indeed, recent evidence shows knowledge intensive companies' are beginning to consider web based complementary technologies such as 'social networking' as community-building platforms (Annabi et al 2012) primarily "behind the firewall" (Yardi et al 2008; Kim et al 2008) to facilitate communication and group processes, but also to improve cross functional collaboration and effectively share vital corporate knowledge across a range of business processes and people (Janes et al 2014; Annabi et al 2012, Grant 2016). Similarly, the application of big data in supporting supply chain operations, knowledge sharing and learning is a relatively new area, with some early discussions of its value in generating new product development ideas; optimisation of supply chain processes, a better understanding of customers' preferences and needs and the generation of new products in the most cost effective way (Cecere, 2013; Zhou et al., 2014).

As social media platforms, digital technologies and the use of big data become more commonplace, it would appear particularly timely to invite critical discussions into this emerging area of research and practice in relation to the learning supply chain.

We seek submissions featuring conceptual case based or empirical papers using a wide range of methodological and research frameworks, and presenting new insights into the following (but not limited to) topics:

How social networking tools improve the opportunities for diverse models/processes of learning across different stakeholders within a supply chain.

Enablers and barriers to knowledge networking across virtual supply chain communities

The role of social capital in a supply chain network's absorptive capacity

Examining the interaction between technologies, techniques, and people in knowledge networks.

Building relational assets across social networks to support learning across supply chains
Challenges affecting learning in the extended supply chain.
Using Digital technologies to generate new supply chain knowledge: Opportunities and challenges
The impact of Big data on supply chain learning

Proposed Schedule

Submission deadline: End of November 2016

Cecere L (2013) Big data handbook: How to unleash the Big Data opportunity. Supply Chain Insight LLC Maryland

Chae B(2015) 'Insights from Hastag#supply chain and Twitter analytics: considering Twitter and Twitter data for supply chain practice and research' International Journal of Production Economics Vol 165 2-7-259

Collins R, T Dunne and M O'Keefe (2002) 'The "locus of value": A hallmark of chains that learn, Supply chain Management: An International Journal, Vol 7, No 5, pp 318-321

Grant S B 'Classifying emerging knowledge sharing practices and some insights into antecedents to social networking: A case in Insurance.' Journal of Knowledge Management Vol 20 Issue 5, September 2016.

Hernandez-Espallardo M, A Rodriguez-Orejuela and M Sanchez-Perez (2010)' Inter-organizational governance, learning and performance in supply chains' Supply Chain Management: An International Journal, Vol 15, no.2 pp101-114.

Janes S, Dotsika F & K Patrick (2014) 'Implementing a social intranet in a professional services environment through Web 2.0 technologies' The Learning Organization Vol 21, Issue 1 pp 26-47

Kembro J and K Selviardis (2015) 'Exploring information sharing in the extended supply chain: an interdependence perspective' Supply chain Management: An International Journal, Vol 20 No. 4 pp 455-470

Lambrechts F, T Taillieu, S Grieten and J Poisquet (2012) 'In-depth joint supply chain learning: towards a framework' Supply chain Management: An International Journal, Vol 17, No 6, pp 627-637

Peterson H C (2002) 'The learning supply chain: Pipeline or pipedream?' American Journal of Agricultural Economics, Vol. 84, No. 5, Proceedings Issue (Dec, 2002), pp. 1329-1336

Sahin, F. and Robinson, E.P. (2002), "Flow coordination and information sharing in supply chains: review, implications, and directions for future research", Decision Sciences, Vol. 33 No. 4, pp. 505-537

Spekman R, J Spear and J Kamuff (2002) 'Supply chain competency: Learning as a key component' Supply Chain Management: An International Journal, Vol 7, issue 1 pp 41-55

Tohidinia Z and M Mosakhani (2010) "Knowledge sharing behaviour and its predictors", Industrial Management & Data Systems, Vol. 110 Issue 4, pp.611 - 631

Von Hippel E (1988) 'Sticky Information and the Locus of Problem Solving: Implications for Innovation' MIT Sloan School of Management Working Paper Published in Management Science 40, no.4, April 1994: pp 429-439

Zhou H, Y Shou, X Zhai, L. Li, C Wood, and X Wu (2014) 'Supply chain practice and information quality: A supply chain strategy study' International Journal of Production Economics, Volume 147, Part C, January 2014, Pages 624–633

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Website URL of Call for Papers (if any):

Email & Contact Details:

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