The Development of a Generic Supply Chain Integration Model using the Quick Scan Diagnostic

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Abstract
Theoretical research suggests that supply chain integration provides a significant competitive advantage, however the literature falls short of proposing any particular specific implementation path. The integration model developed enables the level of supply chain integration to be assessed and provides researchers with a tool to identify routes that companies have taken to further integrate their supply chain. Its application is illustrated via longitudinal studies involving a New Zealand Dairy Food company and a United Kingdom Steel company.

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