

STRATEGY FOR IMPROVING E-BUSINESS COMMUNICATIONS AMONG TRADING PARTNERS AND RESPONDING TO B2B AND B2C OPERATIONAL DEMANDS

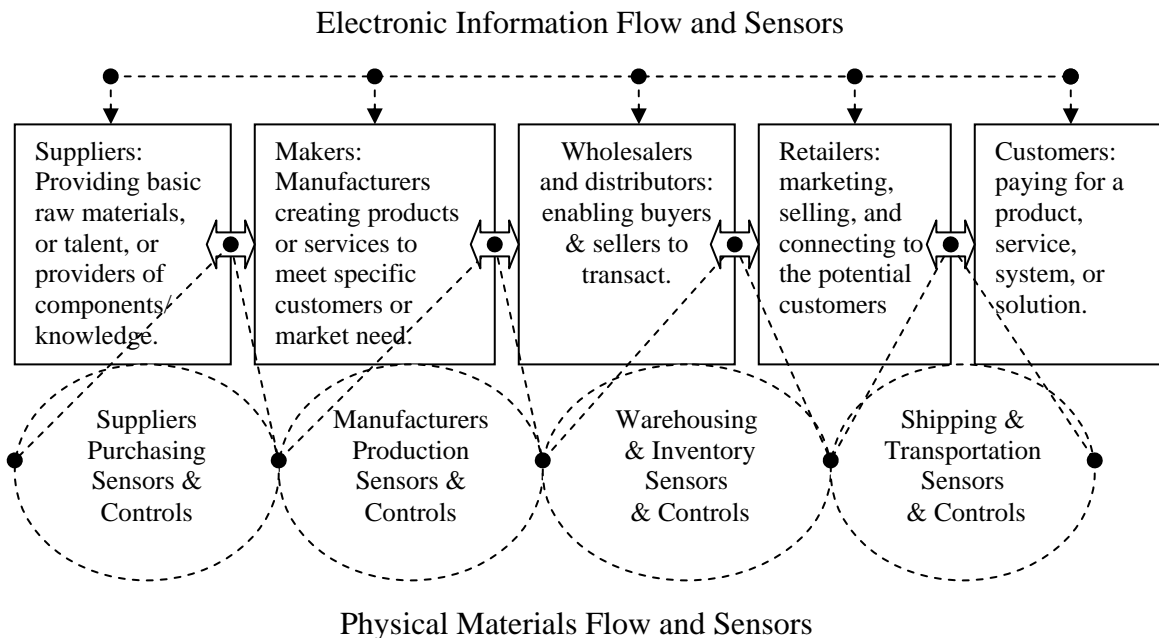
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ABSTRACT

This table-topic paper presents e-business operational strategies to sense data and information and to integrate e-business partners' communications throughout the supply chain.

SENSE-AND-RESPONSE SYSTEM (SRS) MODEL AND FRAMEWORK

Figure 1 shows the proposed Sense-and-Response framework to facilitate communications among e-partners in the supply chain. The "sensors" (dots) in the diagram are computer programs (software code) and associated data-collection devices designed for data-capturing (sensing), monitoring and evaluating data (input) throughout the supply chain [1] [2].



REFERENCES

- [1] Haeckel, S.H. *Adaptive Enterprise: Creating and Leading Sense-and-Response Organizations*, Harvard Business School Press, Boston, MA, 1999.
- [2] Vakharia, A.J. e-Business and Supply Chain Management. *Decision Sciences*, 2002, 33(4), 495-504