THE EVOLUTION OF ORGNIZATION STRUCTURES: WHY DO MODERN SUPPLY CHAINS FAIL TO CHANGE?

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ABSTRACT

Contemporary approach to supply chain design incorporates a radical shift in perception of organization structures. The constant focus on a fundamental systems-based approach allows extended enterprises to operate as an integrated network of interdependent companies, instead of isolated hierarchical units. Although the key attributes of successful supply networks remain the same, the supply network members forget to switch their structures and practices from the chain to the network situation. This research analyzes some of the problems streaming from this reality.