

EXAMINING THE SOURCING-AGILITY LINKAGE IN RESTAURANT SUPPLY CHAIN MANAGEMENT: A CASE-BASED STUDY

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ABSTRACT

A restaurant's success is highly dependent on its supply chain agility, which determines the restaurant's capability to respond not only to market conditions, but also to customers as well as the needs of the restaurant. A restaurant's sourcing model/practices is a key, contemporary challenge to organizations in general and the restaurant industry in particular to develop agile supply chain(s). Researcher and managers alike believe that sourcing models/practices--the selection of right supply chain partners enable the restaurant to modify its supply chain to meet changing conditions. The purpose of this study is to help understand the sourcing-agility linkage in the restaurant industry.

Three cases were analyzed to identify sourcing practices that cultivates supply chain agility and derive a taxonomy to develop appropriate theoretical propositions. The study contributes to theory by linking sourcing as a significant issue in restaurants to supply chain agility. The study further contributes to practice by providing tables of sourcing actions and characteristics of partners that managers might use as checklists in current and future efforts to develop agile supply chains. Finally, it contributes by suggesting future studies of sourcing and supply chain agility in restaurant organizations.