



LOGISTICS AND SCM: COORDINATION FOR SUCCESS

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Logistics and SCM: Coordination for Success

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Preface

Welcome to the world of Logistics and Supply Chain Management! We, Dr. M.S. Yatheesh Chandra, Dr. Manjunatha M.K., and Dr. Deepak S., are excited to guide you through this dynamic and ever-evolving field.

The landscape of business is constantly shifting, and efficient logistics and supply chain management have become more critical than ever. From ensuring timely product delivery to minimizing costs and maximizing customer satisfaction, a well-oiled supply chain is the backbone of any successful organization.

This textbook is designed to equip you with a comprehensive understanding of the fundamental concepts, methodologies, and best practices in logistics and supply chain management. We have written this book with both students and professionals in mind, catering to those with little to no prior experience as well as those seeking to enhance their existing knowledge.

The book is structured to offer a clear and progressive learning experience. We begin by laying the groundwork with an introduction to logistics and supply chain management principles. Following that, we delve deeper into crucial topics, including transportation, warehousing, inventory management, demand forecasting, and strategic sourcing.

Throughout the book, we leverage real-world examples, case studies, and practical applications to bridge the gap between theory and practice. Additionally, we've incorporated practice problems and discussion questions to encourage active learning and critical thinking.

By the end of this journey, you will have gained a strong foundation in logistics and supply chain management, enabling you to: Analyze and optimize supply chain processes, Develop and implement effective logistics strategies, Make informed decisions regarding inventory, transportation, and warehousing, Adapt to the evolving trends and technologies shaping the future of supply chains.

We believe that a thorough understanding of logistics and supply chain management is not just valuable for professional success, but also equips you to be a more informed consumer and citizen. As you navigate the complex web of global trade, this knowledge will empower you to appreciate the intricate processes involved in delivering the goods and services we rely on every day.

We encourage you to actively engage with the material, ask questions, and delve deeper into areas that spark your curiosity. Learning is a continuous process, and we are confident that this book will serve as a valuable resource on your journey to mastering the art and science of logistics and supply chain management.

Sincerely,

Dr. M.S. Yatheesh Chandra

Dr. Manjunatha M.K.

Dr. Deepak S.

Acknowledgment

The completion of this textbook would not have been possible without the invaluable contributions of many individuals and resources.

First and foremost, we express our sincere gratitude to our Families and loved ones for their unwavering support and encouragement throughout this project. Their patience and understanding fueled our dedication and allowed us to dedicate the time and focus needed to bring this book to life.

We sincerely thank Dr Vidyashankar S Honorable Vice.Chancellor Visvesvaraya Technological University, Belagavi for his enduring support and encouragement. We would like express our gratitude to Dr T P Renukamurthy Regional Director, VTU, Mysuru for his support in this endeavor.

We extend our heartfelt appreciation to our colleagues and peers who provided valuable feedback and insights during the development process. Their critical assessments and expert opinions helped us refine our content and ensure the book's accuracy and relevance.

We are also grateful to the countless professionals and organizations in the field of logistics and supply chain management who has shaped our understanding of this dynamic industry. Their pioneering work and ongoing advancements serve as the foundation for the knowledge shared within these pages.

Our deepest gratitude goes to the reviewers who meticulously evaluated the manuscript and offered constructive criticism. Their suggestions have significantly improved the clarity, comprehensiveness, and pedagogical value of this book.

Finally, we extend our thanks to the editorial team at Parab Publications for their guidance, expertise, and professionalism throughout the publishing process. Their dedication to quality and collaboration has been instrumental in bringing this book to fruition.

We are truly indebted to each and every one of you.

About the Authors



Dr. M.S. Yatheesh Chandra is an accomplished academician with a rich background in management education and research. Currently serving as an Associate Professor and Program Coordinator at Visvesvaraya Technological University, Mysore, Karnataka, India, he has been actively contributing to the field for over two decades. His educational journey includes a Ph.D. in Stress Management in the Indian IT Industry, an MBA with a specialization in Marketing, and a Bachelor of Engineering in Mechanical Engineering. His research interests span diverse areas of management, including Corporate Social Responsibility, Financial Inclusion, and Marketing Innovations, as reflected in his numerous publications in national and international journals. He has presented papers at various conferences and has received Best Oral Presentation Award. He is also a consultant for various companies in Mysuru.



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ABOUT THE BOOK

The thorough manual "**Logistics and SCM: Coordination for Success**" makes sense of the complicated world of supply chain management (SCM). The goal of this book is to make readers aware of how essential it is for any firm to have seamless coordination between supply chain and logistics. It emphasises on concrete applications and real-world examples while covering fundamental ideas in an approachable way.

The ability of efficient logistics to lower expenses, increase customer happiness, and streamline operations will be explained to readers. The book also emphasises how cutting-edge techniques and technology may optimise supply chain operations. Whether you're a professional, a student, or someone who just wants to learn more about the mechanics of how items are transported, this book will give you useful tips and methods for improving the supply chain's coordination and efficiency.



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