

INDIAN RETAILING – A CASE APPROACH ON INFORMATION TECHNOLOGY IN THE SUPPLY CHAIN

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ABSTRACT:

The concept of corporate retailing has been a success in India. The success of any retail chain lies on the performance of their supply chain. The parties in the supply chain need to perform collaboratively to meet the needs of the customers. There are new tools introduced in supply chains all over the world to perform better. This paper is aimed at analysing the application of new IT tools in the supply chains worldwide and attempts to provide suggestions to the corporate retailers in India. The research use case study method and the data were collected through interviews and literature review. The paper discusses some of the latest tools like Radio Frequency Identification, Enterprise Resource Planning and other applications of IT in the supply chains. Some existing applications are also explained in the paper.

• KEY WORDS:

- Collaboration
 - Retailing
 - Supply Chain Management
 - Radio Frequency Identification
 - Enterprise Resource Planning
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