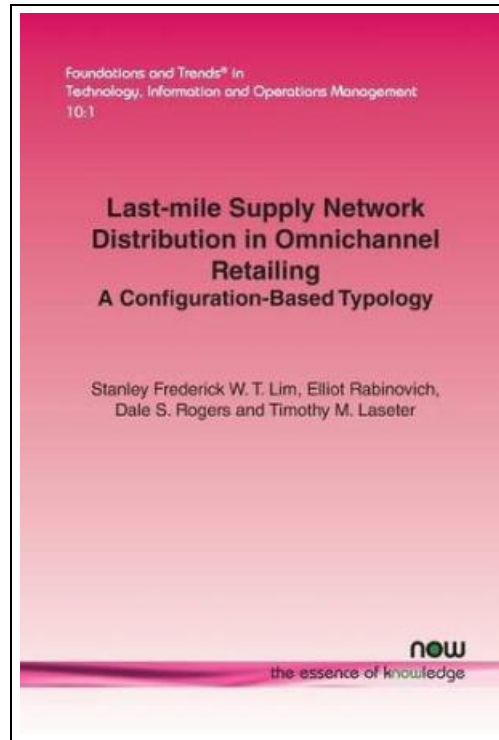


## Last-Mile Supply Network Distribution in Omni-Channel Retailing (Paperback)



Filesize: 5.16 MB

### **Reviews**

*A top quality publication as well as the typeface used was intriguing to learn. Yes, it is play, still an amazing and interesting literature. I discovered this publication from my i and dad suggested this book to learn.*  
*(Prof. Louvenia Flatley)*

## LAST-MILE SUPPLY NETWORK DISTRIBUTION IN OMNI-CHANNEL RETAILING (PAPERBACK)



Now Publishers Inc, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Omni-channel retailing (OCR) strategies have recently emerged as a powerful engine of growth in the retail industry. The goal is to provide consumers with a seamless and consistent shopping experience across different channels and devices. Success in implementing OCR strategies depends on sophisticated compromises between fulfilment responsiveness and product variety across different product types, consumer segments, and shopping occasions. Failures in OCR strategies to optimize the trade-offs between responsiveness and variety are rooted in a poor understanding of how OCR strategies should build on last-mile supply network (LMSN) distribution configurations. Last-mile Supply Network Distribution in Omni-Channel Retailing: A Configuration-Based Typology addresses this issue by developing a typology of LMSN distribution configurations in OCR. Typologies are useful for four reasons: (1) they provide a mechanism for incorporating holistic principles of inquiry into organizational research; (2) they explicitly define patterns of constructs that determine dependent variables while enabling researchers to move beyond traditional linear theories; (3) they provide a means to incorporate equifinality; and (4) they establish connections between the findings of various studies. The existing literature covers a number of last-mile typological systems in the supply chain. However, these typologies do not provide a satisfactory characterization of various forms of LMSN distribution configurations in OCR and their unique structure, product/order and information flow, service architecture, and relational and governance aspects. To address these deficiencies in the literature, this typology updates the linearly chain-centric extended supply chain models developed previously and provides a framework that integrates multiple theoretical domains and terminologies that have been used disjointedly to describe the various forms of LMSN distribution configurations in OCR. After an introduction, Section 2 presents a review of the literature. Section 3 describes the...



[Read Last-Mile Supply Network Distribution in Omni-Channel Retailing \(Paperback\) Online](#)

[Download PDF Last-Mile Supply Network Distribution in Omni-Channel Retailing \(Paperback\)](#)

## Related PDFs



### Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on...

[Save PDF](#)

»



### A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Save PDF](#)

»



### Rumpy Dumb Bunny: An Early Reader Children s Book

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Rumpy is a dumb bunny. He eats poison ivy for breakfast and annoys...

[Save PDF](#)

»



### Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Save PDF](#)

»



### Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Save PDF](#)

»