

Chapter 96

Using RFID and Barcode Technologies to Improve Operations Efficiency Within the Supply Chain

Amber A. Smith-Ditizio
Texas Woman's University, USA

Alan D. Smith
Robert Morris University, USA

ABSTRACT

Managing supply chain relationships and/or working with suppliers to meet the mutual goals of operational efficiency and profitably can be enhanced through the use of RFID and barcode technologies. It is important in a lean environment to use RFID and related IT-intensive technologies to manage more robust and agile supply chains. The areas of improvement, as demonstrated in a case study of NE Ohio regionally headquartered firms' involvement of positive outcomes from the strategic use of automatic identification and tracking technologies, included successfully implemented applications as well as technological advancements and development.

INTRODUCTION

Management Throughout the Value Chain

Managers in today's business environment find themselves not only focused on internal processes such as production efficiency and employee relations, but also acknowledging the need to increasingly focus on management throughout the value chain. A number of researchers (Anderson & Dekker, 2009; Smith & Minutolo, 2014; Smith & Offodile, 2007; Wee, Peng, & Wee, 2010; Whitten, 2004) have identified some of the complex components of the supply chain to include global suppliers, contract manufacturers, company-owned product/service centers, third-party logistics providers, and transportation providers.

DOI: 10.4018/978-1-5225-7362-3.ch096

Each relationship in the supply chain poses unique management opportunities and challenges. It is important for firms to understand the existing tools and strategies in the operations management field as well as the developing technologies and practices to better control costs and enhance efficiency in the supply chain. These same researchers frequently cite that the management of many companies are not operationally efficient (e.g., it can be seen from the cost of production is larger than needed, generating waste and non-value activities, and lack of vendor collaboration and integration, to name a few related issues). Proper management of their supply chains can dramatically improve such efficiencies. In the following sections, a number of studies suggest that the use of RFID in supply chain management (SCM) can improve operational efficiency. This chapter briefly discusses the contribution of knowledge regarding the use of RFID in the operational efficiency of the company.

In order to stay competitive in the marketplace, firms must do whatever is necessary to gain an edge and create value for their product. The desired end goal is to get the right product to the right customer at the right price at the right time; to accomplish this chain of events firms must search for methods to achieve a competitive edge. In this increasingly global economy, competition for buyers can be cut-throat because of the easy access to the international market and global materials because of the internet. Also, because of the need for speed, space issues, and timing, supply chain agreements frequently expect the raw materials to arrive at the right warehouse or facility at the right time, not a week before or later. Needing to stop production because a part is missing is disastrously expensive; also loss of goods or theft is frequently a concern with companies. So the issue is raised, how can a company make improvements in the supply chain to be more efficient? Value is created for the client when the item arrives to the client on the right day. When an item is late or there are stock-outs there is the risk of the bullwhip effect occurring, when the client over-orders because they fear they might have their order rationed. By tracking the orders and products with barcode and/or RFID technologies (Ha, Park, Lee, & Park, 2013; Kwok & Wu, 2009; Mateen & More, 2013; Mehrjerdi, 2009; Roberti, 2014), operational management have the enhanced ability to notice if there are inefficiencies within the organization and address them quickly, and if the capability allows, the client can see that they will receive their order exactly when they wished in the quantity that they desired. This technology can add value all throughout the supply chain, to include the warehouse, distribution, and returns management areas.

BACKGROUND

Importance of Supply Chain Management (SCM)

Supply chain management (SCM) is one of the critical decision areas that a firm must focus on in order to compete in the ever-changing world of business. As a number of authors (Berthon, Critenden, Desautels, & Pitt, 2010; Bhat, 2008; Biswas & Sarker, 2008; Browning & Heath, 2009; Cabral & Cruz-Machado, 2012; Cavaleri, 2008; Carvalho, Cruz-Machado, & Tavares, 2012; Chan & Kumar, 2009; Chongwatpol & Sharda, 2013) have pointed out, lean firms are charged with minimizing costs and increasing efficiencies from the beginning to the end of the value chain. Firms must take a much broader view of operations management that extends far beyond their factory or office walls. Decisions involving the entire value chain must be made and can be extremely difficult. Firms that are able to successfully manage the key areas of sourcing, supplier selection, and the design of supply relationships will often realize a

10 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/using-rfid-and-barcode-technologies-to-improve-operations-efficiency-within-the-supply-chain/212197

Related Content

Predicting Behavioral Intentions Toward Sustainable Fashion Consumption: A Comparison of Attitude-Behavior and Value-Behavior Consistency Models

Srikant Manchiraju (2018). *Fashion and Textiles: Breakthroughs in Research and Practice* (pp. 1-21).
www.irma-international.org/chapter/predicting-behavioral-intentions-toward-sustainable-fashion-consumption/187837

The New Marketing Realities and the Major Marketing Forces: Strategies and Initiatives

Pratap Chandra Mandal (2023). *Journal of Business Ecosystems* (pp. 1-14).
www.irma-international.org/article/the-new-marketing-realities-and-the-major-marketing-forces/320484

Challenges and Opportunities for Market Adaptation of Alipay in the US

Chang Xiaand Dennis Anderson (2022). *Journal of Business Ecosystems* (pp. 1-22).
www.irma-international.org/article/challenges-and-opportunities-for-market-adaptation-of-alipay-in-the-us/309123

A Multisided Value Proposition Canvas for Online Platforms

Paul Belleflammeand Nicolas Neysen (2021). *Journal of Business Ecosystems* (pp. 1-14).
www.irma-international.org/article/a-multisided-value-proposition-canvas-for-online-platforms/270477

The Power of Many: A Structured Framework for Collective Innovation

Rick L. Edgeman, Kunal Y. Sevak, Nik Grewy Jensenand Toke Engell Mortensen (2021). *International Journal of R&D Innovation Strategy* (pp. 1-17).
www.irma-international.org/article/the-power-of-many/287875