

Chapter 1

Efficiency and Effectiveness of Supply Chain

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ABSTRACT

After the COVID-19 epidemic closed down, primary suppliers and reduced sales by 60%, Blade + Blue, a menswear manufacturer, started manufacturing 7,000 face masks per week using basic cotton fabric. One of the numerous businesses that changed course to satisfy the evident need for masks is Blade + Blue. However, some impromptu SC solutions seem to be implemented concepts. For instance, Amazon's founder Jeff Bezos encourages his staff to adopt an entrepreneurial attitude known as “Day 1,” acting as though every day is the company's first. Novel SC innovations, such delivery drones and retail outlets without clerks, are the result of the Day 1 mindset. Innovative SC strategies were crucial in the COVID-19 outbreak. There is proof that creative types are more likely to spot and seize fresh business chances. The degree to which an organization's processes exhibit autonomy, innovativeness, risk-taking, proactiveness and competitive aggressiveness known as entrepreneurial orientation. It could be beneficial to apply the idea of entrepreneurial orientation to supply chain management.

DOI: 10.4018/979-8-3693-3386-0.ch001

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1. INTRODUCTION

In the business sector, Green supply chain management (GSCM) has attracted a lot of attention throughout the last thirty years. GSCM techniques are environmentally conscious actions that cover the entire product life cycle, including design, procurement, manufacture, distribution, and product recovery. They place an emphasis on resource and energy conservation through reduction, reuse, and recycling. In previous research, a number of aspects were recognized as GSCM practice. GSCM solutions, including eco-design, green purchasing, internal environmental management, customer participation with environmental concerns, and investment recovery, have been the subject of several studies. A number of academics have created additional factors, such as waste management, waste and energy management, green information systems, and reverse logistics, in addition to the techniques already described. Many academics saw environmental design (ED) as a broad social and cultural management approach that incorporates environmental factors from the design of a product through its use and disposal. A company has an early-mover advantage when it innovates in environmentally friendly product design, production techniques, and green marketing. To receive order winners and early mover benefits, a lot of organizations use ED approaches into their operations. For example, the well-known American outdoor textile retailer Patagonia saw an 11% boost in annual sales when they began utilizing recycled polyester in its clothes. Furthermore, when they released their organic cotton apparel, sales increased even though the cost was about 50% greater than that of their standard cotton clothes. Cooperation with customer (CC) activities include, for example, customer service and green training for ecodesign, green production, and green packaging. Cooperative initiatives with environmental aims, such cooperative planning, forecasting, restocking, eco-design, process optimization, and waste reduction, can enhance organizational performance. The adoption and use of GSCM concepts by supplier companies is mostly driven by their customers (Habib, M. A., Bao, Y., & Ilmudeen, A.,2020).

2. A BRIEF HISTORY OF EFFICIENCY, EFFECTIVENESS, SUPPLY CHAIN MANAGEMENT AND ENTREPRENEURSHIP

i. Efficiency

Adam Smith's argument is where the contemporary efficiency movement first began. The founder of economics, Adam Smith, uses a pin factory to illustrate the concept of the division of labor in his landmark book *Wealth of Nations*. Essentially, the division of labor minimizes the amount of time spent context flipping and hop-

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