The Success of Global Supply Chains: An Exploratory Analysis

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ABSTRACT

Today’s supply chains have become increasingly global and consequently complex to manage. Effective management of supply chains is a major component of value chains in several industries. This article examines some of the recipes for success among the leading supply chain companies in the world. The Gartner Supply Chain Top 25 rankings from 2004 to 2015 are used as a basis in this exploratory study. Some of the questions explored include: which companies, regions, and industries excel in managing supply chains; what, if any, is the relationship between supply chain excellence and brand equity and stock performance. This exploratory study provides some lessons for companies around the world with which they can benchmark and improve their supply chain effectiveness.

Keywords: Supply Chain Management, Value Chain, Operational Excellence, SCM Top 25, Brand Equity