

# Inter-organizational SC Relationships' Impacts on Digital Transformation

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## Motivation / Background

Customers today want companies to provide them an experience instead of products and this is forcing companies towards digital transformation. This transformation has an impact on the supply chain including the logistics but not all companies have budget and expertise at their disposal to setup a world class solution that can delight the customer.

## Key Question

- Can Digital Transformation improve the relationship of supply chain companies to improve their last mile delivery and delight the customer ?
- Can we use Data to characterize the customers and create algorithms to improve SC efficiency?

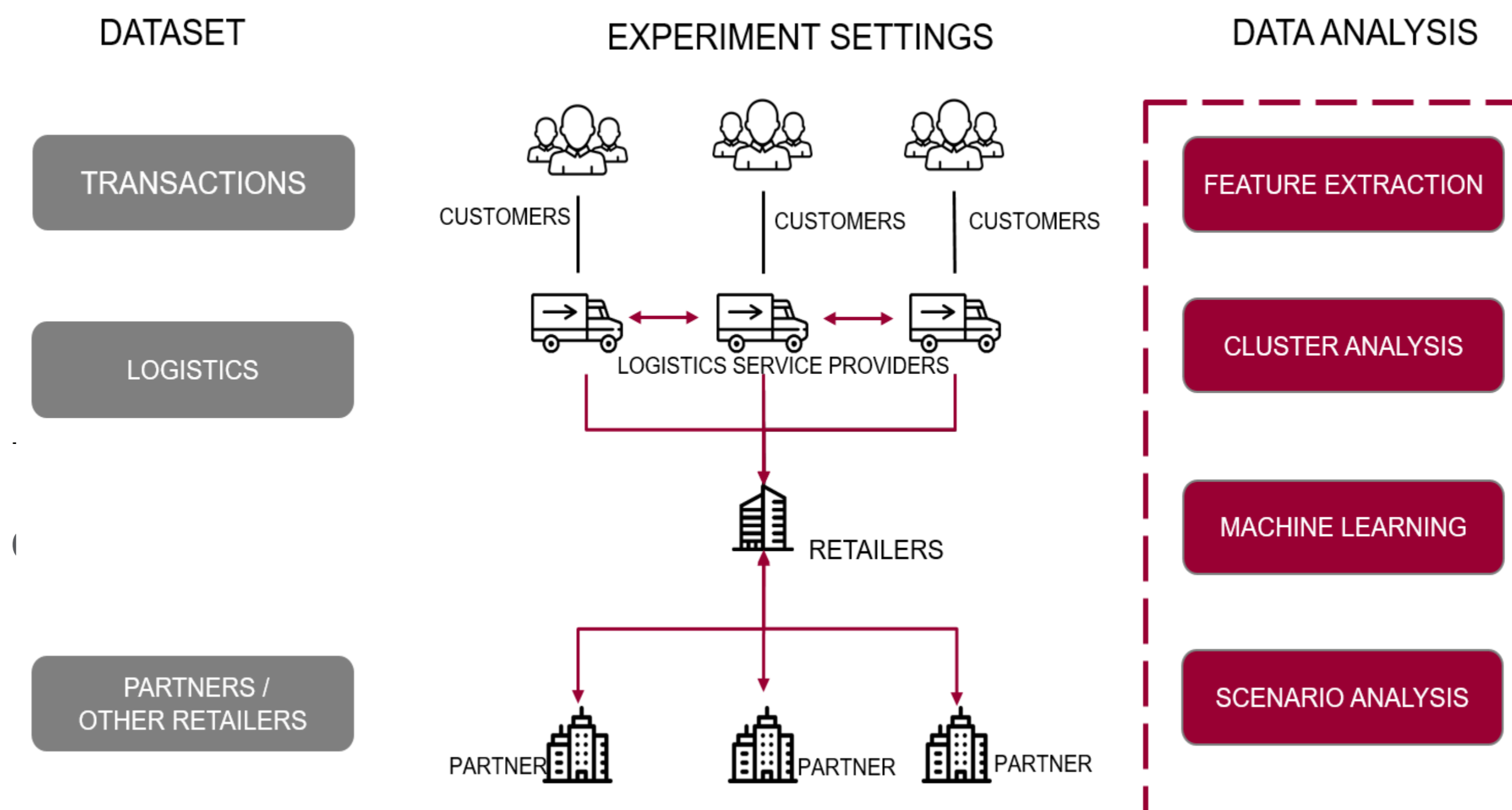
## Relevant Literature

- Weill, Peter, and Stephanie L Woerner. 2018. "Is Your Company Ready for a Digital Future?" *MIT Sloan Management Review*, 21–25.
- Lieberman, Marvin B., Roberto Garcia-Castro, and Natarajan Balasubramanian. 2017. "Measuring Value Creation and Appropriation in Firms: The VCA Model: Measuring Value Creation and Appropriation." *Strategic Management Journal* 38 (6): 1193–1211.
- Knoppen, D., Sáenz, M. Interorganizational Teams in Low - Versus High - Dependence Contexts. *International Journal of Production Economics*. Vol. 191, September 2017, pp. 15–25

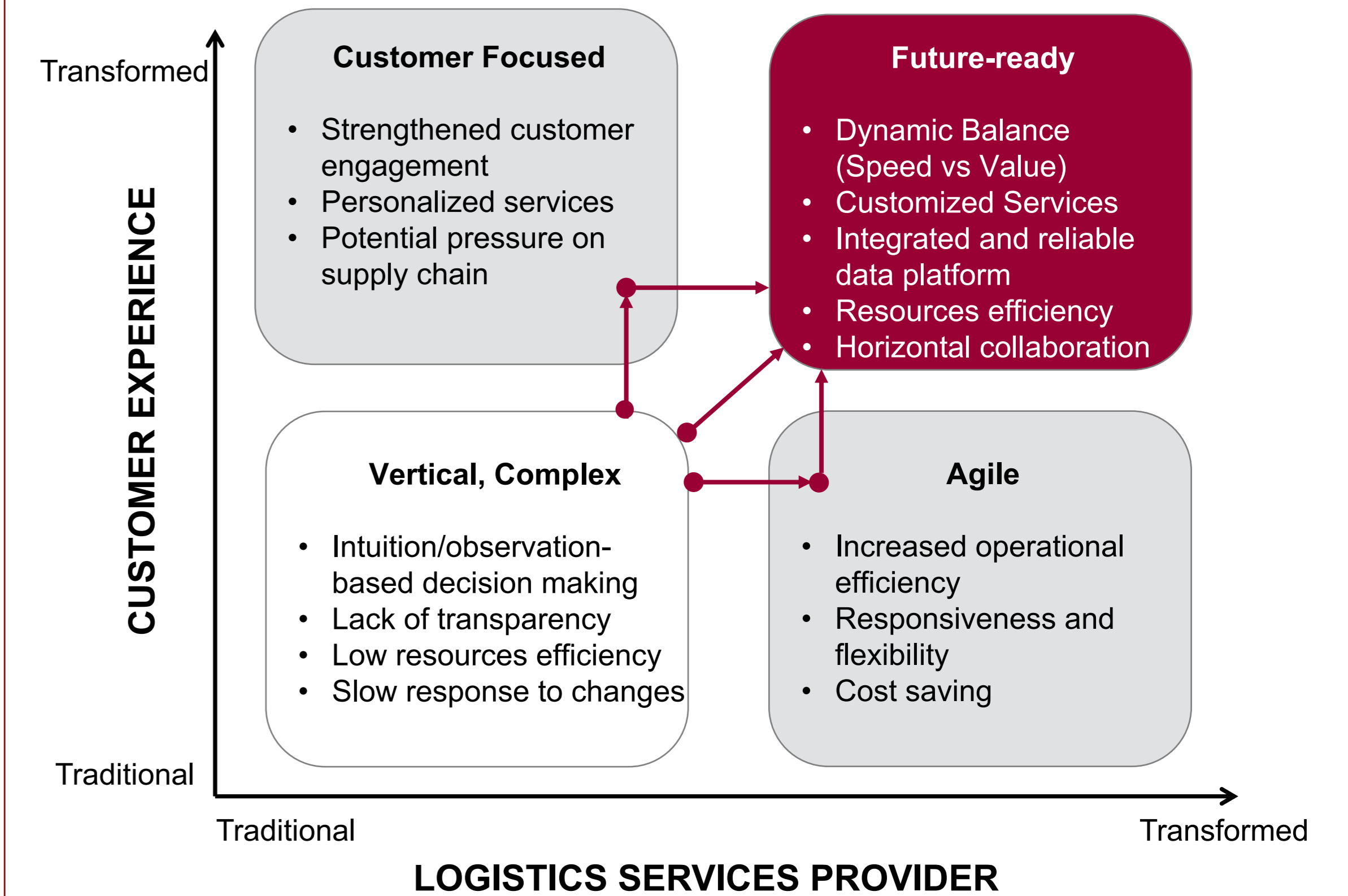


Source: <https://www.electrive.com/wp-content/uploads/2018/02/robomart.png>

## Methodology



## Initial Results



## Expected Contribution

- **Framework:** Identify the right logistic service provider
- **Scenario Analysis:** Quantify the relationship benefits
- **Pilot Design:** Detailed proposal for implementation



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