

Track's Title: *Supply Chain Structural Complexity*

Track Chairs

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Abstract

This track gives the state-of-the-art of the study of supply chain structural complexity. The focus is on the holistic understanding of the link between supply chain decisions and financial performance. Companies struggle to improve their financial indicators in highly competitive environments, and, consequently, encourage the organisation to use the proliferation of products, markets, and channels, as a mechanism to capture additional revenue for sustaining growth. This proliferation, to which we refer to as structural complexity, is likely to bring increases in revenues but hardly bring increases in the operating profits.

Although that complexity seems to be a very big issue in managing today's business, where a simple (Google) search for "supply chain complexity" or "operational complexity" brings over 250,000 results, and preliminary results indicate that companies lose 10 percent points, or more, of operating profits due to complexity, there is not an organised space for researchers working on this cross-functional areas topic to exchange ideas, and this track wants to fill that void. The track wants to bring papers (interdisciplinary work is highly encouraged) that address the issue of supply chain complexity from many different angles.

Track Topics

The track is open to a wide spectrum of methodologies and views around the topic supply chain structural complexity. The track has a broad focus on normative and descriptive modelling of the supply chain where the essence of the impact of structural complexity (i.e., proliferation of products, markets, channels, customers, etc.) is taken into account or is the main objective (or constraint) of a model. Special consideration will be given to papers that link operational issues to operating profits, return on net assets, cashflow cycle time, and other financial KPIs that include fixed costs (as opposed to variable costs only). Papers that bring advances on the consideration of structural complexity when: optimising supply chains' design; advancing the mathematics of the topic; offering optimisation models and approaches (exact or heuristic solutions); advancing knowledge through empirical evidence; creating behavioural experiments that shed light on the problem; developing ground-breaking theory, etc., are highly encouraged. Papers on the interface of supply chain and finance, supply chain and marketing/sales, or supply chain and cost accounting are perfect fit when taking structural complexity (or related matter) into account.