

STRATEGIC PARTNERSHIP WITHIN SUPPLY CHAINS

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Keywords: supply chain, globalization, network integration, system integration, corporate strategy, functional strategy, operating strategy, and logistics.

The paper discusses relevant issues of strategic partnerships in a supply chain that provides system and network integration and defines the process for developing corporate, logistics and operational strategies of interaction in supply chains.

A supply chain can be defined as a global network used to deliver goods and services from their starting point to the consumer through information channels, physical distribution and cash flow.

Strategic development of modern enterprises suggests that they integrate with each other inside supply chains. This kind of integration can be divided into two main types: system integration and network integration.

System integration involves the integration of various operations and functions within one enterprise, in other words it leads to the development of vertical integration, and to the creation of logistics alliances between contractors.

Network integration leads to the development of alliances between different organizations in terms of partnership and interdependence.

The network integration of any organization is often viewed as an alternative to the traditional hierarchical form but that is debatable. In this way there are stable networks (operating the stable markets), whose every element maintains its own competitiveness through

customer service outside the network. There are also internal networks (operating the internal markets) where the network participants are selling and buying goods (services) from each other at market prices. There are dynamic networks where adaptability is achieved by making separate but related markets the target for independent units.

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Received for publication on 07.04.2010

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