

An Indian-Australian research partnership

Project Title: Strategic Design of Service Supply Chains

Project Number IMURA0437

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SOM

Research Academy Themes:

Highlight which of the Academy's Theme(s) this project will address?

(Feel free to nominate more than one. For more information, see www.iitbmonash.org)

1. **Advanced computational engineering, simulation and manufacture**
2. Infrastructure Engineering
3. Clean Energy
4. Water
5. Nanotechnology
6. Biotechnology and Stem Cell Research

The research problem

Define the problem

Should a firm have a responsive supply chain or an efficient supply chain? Marshall Fisher's 1997 HBR article "What is the right supply chain for your product?" helps companies make this strategic choice and is among the most influential articles in the field of supply chain management. Recent research has

empirically validated the framework and shown that “fit” companies i.e. efficient supply chains for functional products and responsive supply chains for innovative products outperform the market and greatly outperform the “misfit” supply chains.

In a similar way, it is important to understand how service supply chains should be designed, for efficiency or for responsiveness, depending on the nature of services. When should service be responsive, and when should it be efficient? What are the industry characteristics that support high degree of customization vs. high degree of standardization? The problem spans management disciplines of strategy, service science, and supply chain management, and data analytics.

Project aims

Define the aims of the project

The project aims to shed light on what modes of service supply chains work best for various types of services business and contributes to service science and practice.

Expected outcomes

Highlight the expected outcomes of the project

- A framework to classify service supply chains
- A toolkit to assess whether a service firm/supply chain should have a design aimed at agility or efficiency or some other strategic objective

How will the project address the Goals of the above Themes?

Describe how the project will address the goals of one or more of the 6 Themes listed above.

With services occupying the major share of GDP, it is at least as important to study service supply chains, as it is to study goods supply chains.

Capabilities and Degrees Required

List the ideal set of capabilities that a student should have for this project. Feel free to be as specific or as general as you like. These capabilities will be input into the online application form and students who opt for this project will be required to show that they can demonstrate these capabilities.

Strong undergrad degree in engineering from a premier institute, with exposure to courses/internships in Management

OR Masters degree in Management from a premier institute

A few years of work experience in managerial or consulting roles, and awareness of key literature in service science and SCM would be welcome

Potential Collaborators

Please visit the IITB website www.iitb.ac.in OR Monash Website www.monash.edu to highlight some potential collaborators that would be best suited for the area of research you are intending to float.

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