

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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Working Paper

**IIMK/WPS/671/DSOM/2026/04**

February 2026

**A Managerial Perspective to Supply Chain Management**

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## **A Managerial Perspective to Supply Chain Management**

### **Abstract:**

Since Keith Oliver used the word in 1982, Supply Chain Management (SCM) has shifted from a purely operational focus to a primary driver of competitive advantage. This paper includes a comprehensive review of how the concept has evolved over time and propose a modern, customer-centric definition that reflects today's business realities. It is emphasised how supply chain management has evolved from managing operations to creating value and continuously innovating on how supply chain is designed and managed. We argue that SCM is not a business function, but a fundamental business philosophy. Under the philosophy, all manager's objectives are tied to meeting supply chain goals and thereby meeting customers' needs. We further argue that an effective supply chain must not only be efficient in its internal processes but must also remain responsive to changing market segments and customer expectations to ensure long-term competitiveness.



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