SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Srinivas Centre for Research in Logistics and Supply Chain Management

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A supply chain is a network of retailers, distributors, transporters, storage facilities and suppliers who take part in the production, delivery and sale of a product that converts and move the goods from raw materials to end user. A place and research center to improve the performance of the logistics and supply chain sector and to give a competitive edge for the companies with better reach to the targeted customers. Logistics and supply chain is one of the important functions of the organizations. It helps in creating the unique positioning in the minds of market middlemen and consumers. The industry helps to keep their brands always lively among all the segments of the customers. The success of various industry depend on mainly excellent and accurate logistic performance to name some industry- FMCG, RETAIL INDUSTRY , AUTOMOBILE, AND INDUSTRIAL GOODS

In today's competitive era logistic supply chain management is a key area to create differentiation among the peer competitors. The current greatest example is in the E- commerce industry. The objective of the research center is to study the reason for SCM getting worldwide attention, also analyze and examine the major drivers and components of SCM and logistics.

Members:
1. Prof. Anumesh Kariappa
2. Prof. Shreepathy Rangabhatta B.

Working papers
1. A study on customer satisfaction towards VRL logistics, Mangalore
2. A study on issues and challenges in supply chain management
3. Role of transportation in the area of logistics and supply chain management
4. A study on impact of visual merchandising on consumer buying behaviour
5. A study on influence of technology on logistics and supply chain management