Literature review

Wever et al. (2012), found that how supply chain actors manage their exposure to both supply- and demand-side risks is a topic that has been insufficiently examined within the transaction cost economics (TCE) literature. TCE studies often only examine transaction risks in the context of bilateral exchanges. This study aims to contribute to a shift within the TCE literature from a focus on bilateral transactions, to examining transactions within a supply chain context.

Gligor and Autry (2012), presented the importance of communication between companies within the supply chain has been well established in the literature, a number of gaps remain pertaining to how individual-level employee relationships influence firm-to-firm communications. One such gap in the literature represents the focus of the current study, little research has addressed the role of non-work focused personal relationships (i.e., friendships) formed between employees of supply chain partner firms, and specifically how such relationships impact business-related communication processes.

Jha (2007), presented efficient marketing system is an essential adjunct for increasing oilseeds production and income of the farmers. Therefore, a comprehensive study of the production and marketing of oilseeds is of immense important particularly in view of the present national strategy to bridge the demand - supply gap of edible oils and for the well being of the farmers.

Pagell and Kristal (2011), examines what is in a sense a failed project, and builds on that failure to hopefully stimulate fresh thinking on how we do Supply Chain Management (SCM) research. The initial aim of this discussion forum was to encourage authors with manuscripts that were languishing in a “file drawer” to submit them once more. But the call for papers received one inquiry and no submissions. This seemingly empty file drawer led us in a very different direction, one of trying to understand why the SCM file drawer might be empty. This essay summarizes the assumptions that guided our process of discovery, what we actually did when confronted with no submissions, what we found via our additional data collection and then concludes with some suggestions for moving the field forward.

Sandika (2011), defined the impact of middlemen on vegetable marketing channels, and find retail price of bean, carrot, beet, pumpkin and brinjals had annually increased by 10%, 9.2%, 8%, 9.3%, and 10%, respectively. With the respect of middlemen regarding bean, carrot, beet, pumpkin and brinjals have also increased almost in a similar rete.
Barakade et al. (2011), presented economics of onion cultivation and its marketing pattern. In this study they find that the market intermediaries are accruing higher margin by incurring less cost and service. The major share of consumer rupees is pocketed by the middlemen.

Deveshwar and Rathee (2010), Assessing supply chain performance leads to identification of problems and opportunity. Having a strategy and measuring key parts are necessary to understand and take control of your supply chain. Put the process, people and technology in place to create competitive advantage, both for today and tomorrow.

Gong (2008), highlights flexibility as an important determinant of Strategy and proposes an economic model for evaluation of Supply Chain Flexibility.

Frizelle and Efstathiou (2007), report a study the impact of operational complexity on the cost in customer–supplier systems.

Khan and Burnes (2007), in their study “Risk and supply chain management: creating a research agenda” develop a research agenda for risk and supply chain management. The paper shows that there are a number of key debates in the general literature on risk, especially in terms of qualitative versus quantitative approaches, which need to be recognized by those seeking to apply risk theory and risk management approaches to supply chains. In addition, the paper shows that the application of risk theory to supply chain management is still in its early stages and that the models of supply chain risk which have been proposed need to be tested empirically.

Bharadwaj et al. (2007), present a model of manufacturing performance that simultaneously considers the effects of a firm's integrated IS capability in conjunction with inter functional and inter organizational coordination mechanisms. Consistent with the complementarily perspective, they view this specific form of IS capability as enhancing manufacturing's coordination with marketing and supply chain functions to drive manufacturing performance.

Kumar et al. (2005), Study has been undertaken with the twin objectives of examining the variability pattern of market arrivals and prices of selected vegetable crops (cabbage, cauliflower, tomato and peas) in metropolitan markets of Delhi, Mumbai, Bangalore and Kolkata and analyzing the relationship between market arrivals and prices. The results of the study have confirmed the negative relationship between market arrivals and prices in terms of correlation coefficients over the years and across months in all the four metropolitan markets, though there were several instances of positive relationship.
Reddy (2005), Defined that supply chain management (SCM) is the management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole. Thus the focus of supply chain management is upon the management of the relationships in order to achieve a more profitable outcome for all parties in the chain. Organizations use SCM to reduce or eliminate the buffers of inventory that exists between organization in a chain through the sharing of information on demand and current stock levels.

Rahman et al. (2005), In this study they found that 83% of household sold exclusively unpolished rice and only 17% of household sold partially polished rice, although selling polished rice could earn 30% more money. As land cultivators with less than one acre did not have sufficient marketable surplus, they were excluded from the survey.

Demirbas (2005), this study aims to search the impacts of recent amendments for wholesale markets of fresh fruit and vegetables on producer, mediators at the wholesale markets and retailers. The result of the survey carried out with fruit – vegetables producers, and mediators at the wholesale market and chambers and association of retailers, problems in application of recent legal arrangements were determined. Furthermore, precautions that need to be taken to solve the problems were also discussed.

Birari et al. (2004), In this Study, researcher presented marketing channels in marketing cole of vegetable, estimate the marketing cost, price spread and marketing efficiency of cole vegetable.

Vaart and Pieter (2003), drawn conclusions on the need for inter-disciplinary approach, combining the technical and relational aspects from the respective fields of system dynamics and collaboration in order to deliver superior order replenishment performance.

Wagner et al. (2003), defined a discrete distributed dynamic supply chain management problem and specified how TAEMS agents, equipped with new mechanisms for coordination, automate and manage BOSC.

Sahay et al. (2003), evaluates based on a recently concluded nationwide study titled “Supply chain management practices in Indian Industry: 2000”, throws up glaring facts about the current architecture of supply chains in India. The article concludes that though some Indian organizations are moving fast towards improving supply chain efficiencies, most of them are still far from realizing its effect on business performance.

Sharan and Singh (2002), examine the pattern of sales, marketing costs and margins for kinnow in Rajasthan. They found in their study that the producer's share in consumer's rupee is more in direct
sale as compared to contract sale, due to elimination of pre-harvest Contractor. Marketing cost and margin indicate that producer’s share in consumer’s rupee may be increased by decreasing the number of intermediaries in the existing marketing system.

Mohammad Khair (2002), Determine the marketing margins for kaja apple in two common marketing channels, there are, A. producer – pre – harvest contractor commission agent – wholesaler – retailer – consumer, and B. Producer – Commission agent – wholesaler – retailer – consumer. The net marketing margin for KAJA apple are, 69% when the produce is marketed through pre harvest contractor and 57%, when the grower perform self marketing. Farmer’s share in consumer’s price is, 31% and 43% which indicates that the rest 69 and 57% of consumer price is going to different marketing middlemen.

Tan (2001), Provided a framework along the following lines: (i) the purchasing and supply perspective of industrial buyers, (ii) the transportation and logistics perspective of merchants, and (iii) the unified/integrated supply chain management strategy.

Bowen et al. (2001), State that organizations will adopt green supply chain management practices if they identify that this will result in specific financial and operational benefits. Integration of suppliers into environmental management system could be completed in two steps.

Fox et al. (2000), In his study the supply chain is a worldwide network of suppliers, factories, warehouses, distribution centers, and retailers through which raw materials are acquired, transformed, and delivered to customers. In recent years, new software architecture for managing the supply chain at the tactical and operational levels has emerged. It views the supply chain as composed of a set of intelligent software agents, each responsible for one or more activities in the supply chain and each interacting with other agents in the planning and execution of their responsibilities.

Walton et al. (1998), First step - Walton et al suggest that environmental issues become main part of strategic planning to response regulations and the demands of environmental accountability. In second step - organizations integrate their supplier to their supply chains to make reduction operational costs and improve customer service.

Chauhan and Singh (1998), found the marketing cost and marketing margin in ajamgarh district of U.P. they also found in their study that how to improve the selling and supply with the help of marketing channel.
Lee & Corey (1995), Stated that SCM consists of the integration activities taking place among a network of facilities that procure raw material, transform them into intermediate goods and then final products, & deliver products to customers through a distribution system.

Daugherty and Pittman (1995), Explored the use of time-based strategies throughout the supply chain, from manufacturing to point-of-sale. They placed an emphasis on supporting distribution operations.