Literature Review

Adethya & Anand (2012) Based on the important theory of customer relationship management, this paper integrates the data mining technology into customer relationship management system, so that the system could provide a more formidable service for users in data analysis and decision making to improve the usability of the system.

Ahmet Agca (2011) This study is aimed to present the benefit of Turkish 3PL firms obtained by the use of ABC and determine whether benefits of the cost data obtained from ABC methods regarding their fields of use by the kinds of 3PL firms.

Anish Sachdeva, Rajesh Gupta, Arvind Bhardwaj (2011) Various criteria for selection of 3PL have been listed in the literature which are discussed in the present literature review. Every shipper will select the criteria suitable to its own requirement which have to be dynamically reviewed time to time so as to fit in the ever changing environment.

Ankush Guha (2009) The use of e-commerce tools to share information may also tighten relationships between partners of a supply chain. The implementation of collaborative e-commerce tools often transforms supply chain relationship by revealing both the opportunities and difficulties.

Chetan Kumar & N.V.R. Naidu (2009) Through this article, the authors have tried to focus on the quality of information that is necessary for success of a supply chain. Data can be available in many forms, but the focus should be on using the
right data for the right purpose The article is a complete research process which follows the principles of a good research design.

**Debashish Sengupta & Ray Titus (2011)** Whereas many feel that opening up of FDI further would be damaging for the growth of the sector, others feel that it is going to be a shot in the arm for the industry. This article attempts to capture the shortcoming of the existing retail FDI policy, the claimed boons and banes of further liberalizing retail FDI, the divided industry opinion and finally attempts to analyze the issue itself – that is FDI in retail a blessing or a curse.

**Debomalya Ghose (2012)** We live in the ‘information age’. Data warehouses, web services, XML, wireless, the internet and portals are a few technologies dominating the business page of the daily newspaper. Distorted information from one end of a supply chain to the other can lead to tremendous inefficiencies: excessive investment in inventory, poor customer service, lost revenues, misguided capacity plans, ineffective transportation and missed production schedule. And thus causes bull whip effect. The bull whip effect is the magnification of demand fluctuations, not the magnification of demand. The bullwhip effect is evident in a supply chain where demand increases and decreases.

**Gibson Vedamani (2002)** A confident and aggressive strategy helps create superior brand image and a brand recall that fosters a satisfying long-term relationship between the brand and the customer, thus customers would become not only an asset but also the best billboards for the fashion store and the brand.
Goriparthi (2012) Blogs are tactic tools for marketing research which can help companies understand customer behavior and the blogosphere is essential because it is here the customer talk about companies, products and their daily life habits. The retail industry can also receive unique information on how they can improve their products in order to fit peoples’ demands; the first step in order to accomplish this is to take part of the blogosphere.

John Fernie, Leigh Sparks, Alan C. McKinnon, (2010) This paper provides one of the few contributions to appraise the research undertaken on retail logistics in the UK over the last 20-30 years & illustrates how retailers have control of the supply chain, drawing upon examples from both the grocery and fashion sectors. Challenges for the future include macro-environment issues such as climate change and recession in addition to improvements in existing in operations with regard to e-fulfilment and implementation of RFID technologies.

Kagal (2009) The author has depicted that Supply Chain managers are always under pressure as their role is to minimize losses and improve efficiency and has explained RISK in Supply Chain which can disrupt the whole supply chain. This has been explained with the help of 2 case studies and observed that Risk management is seldom practiced in organizations.

Kamaladevi B. (2010) Based on the result of these studies, it is also possible to assess the economic benefits of the governmental incentives to attract multinational enterprises (MNEs). Increased FDI inflows to a country can create several economic effects. Among others, FDI can affect labor and capital markets, trade patterns and economic growth.
Kavitha S.R. (2010) The author has raised the importance of the packaging as a marketing and promotion tool in the Supply Chain Management of the Food Industry. Also, the Reverse logistics importance has been portrayed which plays an important role in the packaging.


Komal Chopra (2011) Wal-Mart’s failure in South Korea, Germany and Japan has raised several apprehensions about its success in India. The article analyses the opportunities and challenges that Wal-Mart will face in India. The paper concludes with the discussion on whether the failure of Wal-Mart in three major countries and diverse consumer behavior in India can be taken as a backdrop to predict its future in India.

Mahajan S.K., Narkhede B.E. and Mantha S.S. (2010) The retail landscape as portrayed is bustling with opportunities and retailers trying to establish a foothold in this exciting retail market; however there are issues lurking within the business environment which provide challenges to a smooth and easy entry and uptake for retailers. In this paper an attempt has been made to review the status of retail sector in India.

Manish Goel (2008) The article provides a practical approach which would benefit the Retail Industry and the Agriculture industry as one has a good future and the
other is the backbone of the Indian economy. The article mentions about the state of the Indian farmer and how the situation has worsened for the farmers. It suggests various collaborative models by conducting research through primary and secondary data and has a special mention of an unique concept called 'Kisantrepreneur'.

**Manju Malik (2012)** This study investigated differences between the dimensions of service quality of organized retail stores as demographic variables: age, gender and annul income, and the relationship between service quality of retail stores and the customer satisfaction as dependent variables.

**Mitesh Desai & Falgun Shah (2010)** The authors highlight the necessity of suppliers’ evaluation in today’s era, sustainability issue and also the best practices across industry which will enable the evaluation of suppliers more meaningful and beneficial not only to organization but also to the suppliers.

**Nandani John & Ajay Krishnan (2005)** The convenience and personalized service offered by the unorganized sector holds its future in good stead for the future, Organized retail of late has been a tremendous boom and is attracting more people to the malls. What is to be seen is how organized retail can duplicate the same level of personalized customer service levels offered by the unorganized sector to have a higher conversion ratio.

**Nityanand Singh (2010)** The Indian retail sector is highly fragmented with 97% of its business being run by the unorganized retailers like the traditional family run stores and corner stores. The 3% share of organized retail is quite low when compared even to the other emerging countries. The sector is the largest source of
employment after agriculture, and has deep penetration into rural India; generating more than 10% of India's GDP.

**Nityanand Singh & Prachee Javadekar (2011)** In today's era where competition is on the peak level, supply chain integration is the only way left, which not only provides satisfaction to consumers in terms of price and quality, but also provides an opportunity to reduce the cost of the product by minimizing wastage and also offers reasonable price to the farmer for their produce.

**Paresh Asher (2009)** The author has critically pointed out that Supply Chain department has always been considered as a cost center rather than a value adding one. Hence he tries to question that is Supply Chain really considered a non core activity? In fact, it is surprising to know that in order to overcome any downturn, most of the actions have been tackled in the Supply Chain division.

**Pearl D'souza & Zafar Bhatri (2008)** The authors have pointed out the challenges that the Indian Retail Industry faces with respect to the HR issues. For this, the authors have conducted interviews with consultants and business leaders of the leading retail firms and observed that Indian retail Industry is showing rapid growth which is due to Internal Customers (employees), consumer's buying behavior, competition and high attrition.

**PinakiRanjan Bhattacharyya & Sourav Laha (2010)** Indian retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25%
yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns.

**Pravin Kumar Bhyor & Asha Nagendra (2012)** This study focuses on the effectiveness of FMCG distribution channels with respect to the satisfaction of consumers in the rural market. Two companies - Hindustan Unilever Limited (HUL), and Godrej Consumer Products Limited (GODREJ), which are pioneers in Fast Moving Consumer Goods (FMCG) in the rural market were selected to study their distribution channels in 2 rural districts of Maharashtra.

**Raju Gundala and Nidhi Singh (2012)** The primary objective of the study was to compute the service quality level of both the retailers. Based on the analysis it was concluded that both the retailers are lacking in assurance and reliability attribute and both have to make some changes in areas of management, operations level and front end service level, to gain the loyalty and trust of the customers.

**Ramanathan V. and Hari K. (2011)** Most of the time, both organized and unorganized retailers are in a dilemma regarding the perception of consumers and hence, due to the unpredictable nature of the customers, both the type of retailers face difficulty in realigning their business strategies.

**Ranjan Chaudhuri & Sachin Kamble (2010)** The demand supply network in supply chain is based on one core company and with the upstream and downstream companies around it. This supply chain network may be termed as single supply chain network (SSCN). With the development of technology supply chains have more complicated structures – complex supply chain network (CSCN).

**Rao Paila S. & Tendulkar S.R. (2011)** The concept of GST (as contemplated in India) throws open "Pandora's box"- namely Centre State Financial Relationship
with several delicate issues. In this Research Article, the authors have analyzed select facts relating to GST including prospects as well as challenges.

**Ruchi Malik (2012)** The present study deals with the identification of the factors affecting the success of organized retail sector and analyzing their importance. These factors are broadly classified as micro and macro-level factors. The latter includes all the environmental factors that are largely uncontrollable. The micro level factors provide an individualistic point of view, i.e. it includes parameters that may affect customer’s perception and purchase behavior.

**Sanuwar Rashid (2011)** From early modernism to post modernity, industries have gradually moved towards consumers’ needs & wishes. The author has shown how retailers and suppliers can adopt the category management business process to avail the full benefits from it.

**Sathyanarayanan R. S. (2012)** Once a poster boy of India’s booming retail sector, Subhiksha, a chain of discount stores, brought its shutters down in India after a brief expansion spree. The retail chain closed around 1600 stores across the country, which came as a bolt from the blue for Mr. R. Subramanian, a new-generation entrepreneur who started the discount chain “Subhiksha”. This case explores the reasons behind the rise and fall of India’s Sam.

**Sople Vinod (2009)** The author has explained that there are many aspects which affect the smooth flow of supply chain. However most companies attack the inventories first. Hence author has explained 5 basic principles which can add great value to the supply chain, if followed properly.
Subrahmaniam T.S. (2010) The word shipping relates to moving a material from one area to another or one sea port to another (domestic or international). In the olden days the 4 related modes of transport like sea, air, road & rail were independent of each other. Today, there is a need to combine the modes & use them in conjunction to for efficiently in cost & to save time.

Suhas Deobhankar (2005) The author has connected Supply Chain to the most important sector of India - The Pharmaceutical Industry which is highly fragmented but organized, worth $4.5 billion and growing at 15% annually. The author has well drafted the SWOT Analysis. He has explained the challenges faced due to high costs and regulatory pressures and lastly mentioned problems relating to Production Planning & Scheduling problems and suggested Supply Chain techniques which can overcome the issues.

Suma Rao K. (2012) The author has pointed out the complexity of the agri business and the various factors that impact the performance, controllable and uncontrollable. It has a special mention about the bullwhip effect - an aspect where supplies are lost due to improper assessment of demand. He has projected the Performance Management Systems (PMS) as a process for the dynamic changing Supply Chain.

Supriya Biswas (2010) India reaped its benefit while 2008 witnessed severe global recession leading to millions of pink slips worldwide & collapse of reputed financial institutions. With its huge population, India could manage to survive the backlash of this recessional epidemic without acute suffering. But the other side of the story is equally grim and squalid: the 'closed door' economy damaged the competitive edge of 'Brand India' in the global market.
Swapna Pradhan (2011) The article mentions the diversified Indian market and the purchasing habits which differ with taste, cultures etc along with the boom in Retail market as well as the challenges that the brands face. The main focus is on the Luxury market which is growing @25% annually. It concludes with the solutions that International luxury brands should adopt to woo the India Customers.

Zach G. Zacharia, Nada R. Sanders, Nancy W. Nix (2011) This article uses a theoretical perspective based on resource-based theory, network theory and transaction cost economics, and a thorough literature review, to develop a model with seven propositions which can be used to define the orchestrator role of a 3PL.