

SUPPLY CHAIN RESILIENCE MANAGEMENT IN DEVELOPING COUNTRY: A CASE STUDY OF THAI MANUFACTURERS

Worawat Joradon

Department of Logistics Management, Faculty of Business Administration, Bangkok University, Thailand

ABSTRACT

Purpose – This paper aims to identify the understanding about supply chain resilience management (SCRES) in developing country such as Thailand by applying some existing literature to this context. For instance, Christopher and Peck (2004); Fiksel (2006); Pettit et al. (2010); (Ponomarov and Holcomb, 2009) and so on. This study also explore how Thai Manufacturers apply SCRES in their process for improving better performance in supply chain and organization.

Design/Methodology/Approach – For this study, the methodology used was qualitative method that based on in-depth interview studies of practitioner's perspective about SCRES in Thailand. There were nine participants in this section such as practitioners from Electrical and Electronic industry, automotive industry and Freight Forwarders. Firstly, the participants were asked to explain about SCRES in their understanding and then the researcher explained SCRES from the existing literature. Secondly, there were some discussions about SCRES in their organizations and define which practices are SCRES in term of Thai practitioner's perspective.

Findings – In the case of Thai manufacturers, it can be seen that they do not understand what is SCRES from the existing literature; however, there are surprising that participants have some practices that related to resilient practices from the existing literature. Furthermore, it showed that organizations applied resilient practices based on their past experience and follow a huge organizations' practices in the supply chain. Thus, in this study, contingency theory helps to create a natural theoretical basis for explaining the circumstances under with SCRES involves.

Originality/Value – The results from this study provide an overview about understanding on SCRES from Thai Manufacturers which support organizations and Governance to support better performance in supply chain and also in organizational. This paper contributes to supply chain management literature by enhancing information about SCRES in developing countries, who provided products to developed countries around the world.

Keywords: supply chain resilience management, Thai manufacturers, organizational performance, supply chain performance