Abstract

This presentation analyses the relation between a buying company and its vendors from the traditional approach of Purchasing Management (PM) to the strategic perspective of Suppliers Relationship Management (SRM). For this purpose, the research includes a literature review on the development of purchasing activities, criteria to generate a supplier's portfolio and the key dimensions of behavioural and attitudinal dimensions of relationship management. Correspondingly, the empirical approach is settled on the Procurement Department of a Mobile Telecommunications Company (MTC); where the problem statement and research questions assess the approach of the company towards the management of its buyer-vendors relation and evaluate its alignment with the perception of the MTC's suppliers' portfolio.

About the Speaker

A practitioner, academic and consultant specialising in process improvement and reducing waste and carbon footprint in the supply chain, Chris Seow also focuses on creating sustainable improved customer/partner relationships. He is certified from Harrington Institute with a Six Sigma Master Black Belt in Lean Six Sigma Quality and Operational Excellence and has over 25 years’ experience in teaching, publishing and communicating business ideas and practices in academic and business arenas across Europe and the Far East.
Currently, Visiting Fellow in Operations and Sustainability at Cass Business School (United Kingdom) and Visiting Professor in Service Operations and Sustainability at Hainan University (China), Chris is a member of the Editorial Review Board of the Journal of Operations Management and the Editorial Advisory Board of Business Process Management Journal. His current projects include lead guest editorship of a Decision Sciences Journal issue focused on "Responsible Purchasing and Supply Practices" scheduled for publication in 2013/14.

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All are welcome!

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