

Anthropology Can Help Logistic Supply Chain Management

Pallikkara Viswanthan

Member Indian Institute of Materials Management, Bangalore

Abstract

Organisation having their cross functional supply chain, will be mostly focussed on the key business process, in the future as it will not be sufficient on to be a successful business in supply chain, but will have to create a value, in implementing innovation, across the organisational boundaries for a future success in innovation, with the cross-functional abilities in anthropology of logistic, supply chain.

Logistic, supply chain challenges are social, technical, trust, cooperation, power, as a result the roles, relationship, coordination, requires the best of the practices in logistic, supply chain as anthropology in logistic, supply chain needs to keep the best of the human relationship, ethics, in the forefront, in order to provide complete solution to the customers, in order to be trained, also be in order to analyse systems better, in consequence to match the needs of the manpower development, that are involved in logistic supply chain.

Inherent with Globalisation becoming compulsory, anthropology's requirement for cultural, competency, an active listening, better communication, knowledge, skills, from qualitative, point of research, in order to survey, interviewing skills, on the basis of a statistical analysis, in order to understand the culture, context, with a keen mind, new ideas, as being more perspective in logistic, supply chain.

Keywords: Anthropology, implementing, cross-functional, human relationship, Globalisation, Qualitative, Coordination

Introduction

In logistic, supply chain, anthropology is considered as an advanced portion of the common sense, with an infrastructure, to fundamentally enable the exchange of manpower, that combine with the relationship, of making it a social, economic, politically beyond the emphasis on exchange of the connectivity of human beings in order to understand logistic,

supply chain integration on capital mobility, securitisation, also the distribution of the development in logistic, supply chain. Logistic, supply chain have changed with the changing times, with the much needed of for the whole digitalisation culture, which have come into existence, also how to bring digitalisation culture, into logistic, supply chain needs from to end-to-end, so as to transform the organisation, culture language, with the concept of anthropology, to keep up with needs of the sort of volatility, that is rapidly increasing in logistic, supply chain.

Research have concluded that plans with intended strategy, that never gets delivered, because the competitors try to gain control of the different competitions, that are in action, as they are liable to gain control, also with the help of proper manpower, in order to form a sort of resistance, as more have to be concluded in order to start with a successful transformation, so as to improve the needs of the business in the organisation, as this requires to be re-organised with innovation, improvement, in culture, cut in cost, with anthropology in existence, in order to have the different culture prevailing within the organisation in logistic, supply chain.

Supply chain has concluded to rely upon production, distribution, consumption in order to provide commodities for human consumption, social, welfare, as different types of raw materials are used for manufacture, production, the modes based on the basis of the culture, in the way the human being behave on the concept of anthropology, related to the bring natural environment on how human being have relationship in logistic, supply chain.

Purpose of The Study

Logistic, supply chain is in need of different process for different aspects of activities in logistic, supply chain, with different combination, of technology, with proper training, development, with lean management logistic, supply chain, tooling for analytics to progress the different kinds of development, training, culture, social welfare, that is imparted on a project based anthropology as a combination in logistic, supply chain

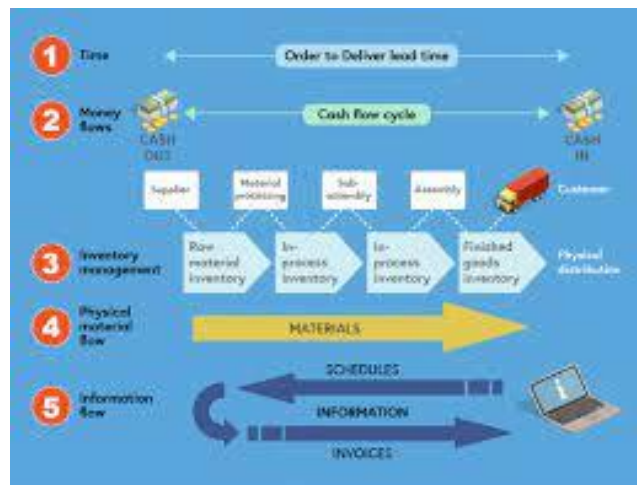


Figure 1

Collaboration in logistic, supply chain have become the main focal point, with the growth of collaborative planning management, forecasting, replenishment, which have been given increasing importance, with a goal towards collaborative initiatives, with increase effectiveness, on culture, social development, through a combined value added efforts of multiple individuals with the help of anthropology coinciding with logistic, supply chain, research activities, on a mutually working benefits with the strength of knowledge to produce better culture, social attitude, towards training development of manpower with innovative ideas among logistic, supply chain

Culture in anthropology, has numerous definition in logistic, supply chain, the current prevalent in any organisation is the research that focused on a set of consensual values, with the main culture shared on the dimensions, belief, values, that guide the human activity in warehouse, procurement, distribution, production, also the organisation culture, the social welfare, that can be defined, shared with the assumption that is liable to hold groups in determining to thinking alike, perceive, react to the various environments in logistic supply chain.

Literature Review

Approach to logistic, supply chain by anthropology is necessary to understand the consumption among the consumers, the welfare, the behaviour as an cutting edge , (latest or most advanced stage in development) in order to examine the study, the key roles, to the development of culture, social attitude, innovation, by understanding the consumer behaviour, delivering personalised service, gaining customer experience, on the creation of new products, brands, services, with wide range of aspects, of commitments on artificial intelligence, food consumption, digitalisation, marketing, that may be ideally suited for

advertisers, consumer behaviour, analysts, anthropologists, researchers by 80% in logistic supply chain.

Anthropology in logistic, supply chain have been additionally used for qualitative research, to study the culture, also to the approach of complex problems, coinciding with culture, social activities, data collection, to understand the actions, events, norms, added values, from a perceptive point of view of value chain by 75% in logistic, supply chain.

Production is the anthropology of transformation of raw materials from the nature, suitable for product for human being consumption, as the distribution is the unit of transportation of products, goods, by road, rail, or air, to the consumer, for consumption, welfare of customers, while procurement is of buying goods, products, materials, to produce, as distribution, are considered the aspects of different strategy, as these concepts have been used in time to constitute, in about 60% in different culture of supply chain.

Research Methodology

Supply chain skills gained through anthropology, have heightened the abilities of listening, cultural understanding, helping the business improve, understand the products, service, customer's requirement, needs, in order to produce the product, that is capable to answer the large targeted customer's in logistic, supply chain.

Anthropology provides logistic, supply chain to study the possibility of all the aspects of the existence of human, with important lessons about the Globalisation 4.0, with a boundary of spanning activity, along with the relationship impact on marketing, finance, manufacturing, management as component of getting the right product, in the right quantity, in the right social welfare, culture, at the right place, at the right time, in the right conditions, at the right price with proper marketing mix, having a significant overlap between marketing activities, with the proper implementation of customer satisfaction, culture, social welfare, contact contestation that can be accomplished with the aid logistic supply chain.

Global issues in Anthropology looks at the latest development on the important aspects in logistic, supply chain, from the point of view culture, to the social point of view, with the desire to train manpower, in working with good culture, social activities, on the latest development to control manpower that can improve the access of the health care of the manpower, culture, in logistic, supply chain.

Results

Logistic, supply chain will be able to understand through research from the anthropology point of view, the trends of the consumer's culture, social attitudes, the relationships, their behaviour, physical characteristics, local subjects, rapid prototyping styles, (implementing ideas from paper to digital), shapes, on the interactions with the help of key tools needed to interact with the portfolio of products, services, with the combination that is relevant in logistic, supply chain.

Organisations, adopting anthropology, is that it helps to set values with the culture, physical character, inspirational characteristics such as honesty, good team work, better customer focus, greater customer's focus on the needs, requirement, responsibility, innovation, also studying the human culture, concept to follow the languages, with biological aspects of the culture, working with local environment, communities, suppliers' helping them to solve the problems related to health, education, in logistic, supply chain.

Administration in supply chain may wonder how anthropology can help to contemporise the problems, as the knowledge, the skills, perspective have considerable value for comprehensive interpretation, guidance in the affairs of business under the guidance in supply chain. Innovation in anthropology is increasingly considered to be competitive, also an advantage in supply chain to focus on satisfying consumers, customer's, the demand on innovative, qualitative products, services, with the application of technology, on social, culture, environmental communities, suppliers, on innovative methods on practices of logistic, supply chain.

Discussions and Findings

Culture in logistic supply chain, is a multidisciplinary, the objective of anthropology, on inviting the history of psychology, human science, inscription of sociology, for an holistic observation of the manpower utilized in logistic, supply chain, thus embracing in disciplinary resources that can be understood, clearly, in the manner that the manpower is create a meaning of the lives, that are liable to bring them closer, by understanding, analysing, human behaviour, their culture, in the subtlety complexity, (a subtle person uses indirect methods to achieve something) with qualitative, quantitative data, that encompasses human emotions, cultural contextualisation, (considering something in its context) situational description (relating or appropriate to situations) in logistic, supply chain.

Shortages of essential commodities, during the period of epidemic, pandemic, has been considered to be a greater challenge, with an understanding that the reliability of humans, entrusted manpower, physical characteristic, social relation, to meet the non-availability of the shortages in stock, as this requires the assistance of well-developed anthropology with sufficient research, on the problems of the domain, which may be limited, considering, the well establishment that is provided from the identification of the requisite of adjusting with resources, insecurity, based on the findings that require human, culture, experience, adaption, with sufficient theory of knowledge in logistic supply chain.

Supply chain in anthropology, study the needs of the consumer, customer, as different consumer, customer, need different types of customer, consumer's, as production is to meet the social barriers, culture, social obligation of distribution so as to understand, how consumer's interact to social relationship, on the different ways of communication, can be used as a being compared to understand in logistic, supply chain.

Globalisation in anthropology supply chain business, does require more culture, competency, active listening skills, under the culture context nuance, an open mind to new ideas, with better performance, to also identify the pitfalls, in the current situation, in processing the collaboration effects of the major solutions in supply chain

Future Work and Conclusions/Recommendations

Change management in logistic, supply chain is considered to be common, as humans experience, the many differences, in the context of need, scale, to the extent of changes, in anthropology, with social obligation, but across the changes, the humans seem to share the experiences, social, cultural, economic changes, with the presence of Globalisation spread, in free market economy, with the revolution of information technology, better communication, culture, spread of the internet of things, artificial intelligence, media, also the rapid urbanisation in logistic, supply chain, with culture of frequent consumer's, migrations, with interconnected global economy, culturally, politically, with better remote communication, advancement of economic equalisation, in continuation with growth of global development, poverty on the other side, violation of human rights, discrimination, violence's eruptions, with large faculties, opportunities, thus optimizing the future of logistic, supply chain

Supply chain has broadly characterised anthropology, as a systematic, scientific, study with all the variation, manifestation, on the ethnic study on production,

manufacturing, inventory, in order to interpret, explore the implicit means that are underlying on the belief of the behaviour of the human being in the organisation in supply chain.

Social science by looking, is trying to make sense in supply chain anthropology, on the assumptions that humans beings, are inheriting, to create, understand the parameters, risk, in the huge market including the financiers in supply chain.

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