ABSTRACT

Collaboration has been emerged as an important strategy in supply chain management discipline. It has been called as a critical determinant of future success. Furthermore, many case studies showed that collaboration has a positive impact on the overall performance of the collaborative firm. Implementation of collaboration has been considered a major challenge that firms have been facing. These factors motivated researchers to identify various elements that impact supply chain collaboration.

Studying along similar line this study conceptualizes collaboration, gives some directions or strategies to implement it and measures depth of collaboration in the context of supply chain. Extent literature has been reviewed, and a research framework in the context of internal and external focused functional areas has been developed. Based on this framework, collaboration has been conceptualized as a hierarchical multidimensional construct. Collaborative culture and preparedness roles have been explored, and its importance has been highlighted. The interdependence of collaborative activities and their mediation roles have been identified. To know the current status (execution) of collaboration, and to improve it further, it is extremely important for collaborative alliance to measure the depth of collaboration. So, the study develops measures to capture the level of practice of internal and external functional areas, and computes the level of collaboration.

The study collected data from firms in India in order to test the various model. By employing non-parametric test, the study identified attributes that varies across the characteristics of industries and respondents. The study used partial least square (PLS) technique to analyze the various models. Our results indicate collaboration is a third-order reflective construct. Culture of collaboration and problem solving and performance measurement have a direct impact on all collaborative activities, and preparedness moderates the relationships of collaborative activities to performance. Collaboration index indicates a low level of practice of collaboration. In the end, implications of the study and the contributions that this study makes to the body of literature have been highlighted.

Keywords: Collaboration, supply chain collaboration, collaborative activities, implementation, collaborative culture, operations, strategies, performance, success factors.