

CHALLENGES AND OPPORTUNITIES OF THE LEADING EDGE IN WORLD CLASS SUPPLY CHAIN MANAGEMENT



Feb 2013
univ triloka

PROCEEDING

THE 10th INTERNATIONAL ANNUAL SYMPOSIUM
ON MANAGEMENT

**CHALLENGES AND
OPPORTUNITIES OF THE
LEADING EDGE IN WORLD CLASS
SUPPLY CHAIN MANAGEMENT**

Bali, March 16th, 2013 .

Department Of Management
Faculty of Business and Economics
Universitas Surabaya

Proceeding

**The 10th UBAYA International Annual Symposium on
Management**

**CHALLENGES AND OPPORTUNITIES OF THE LEADING
EDGE IN WORLD CLASS SUPPLY CHAIN MANAGEMENT**

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Published by:

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Phone : +62-31-2981139
Fax : +62-31-2981239

ISBN: 978-979-99365-7-8

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THE ROLE OF ENVIRONMENTAL UNCERTAINTY AND IMPLEMENTATION SUPPLY CHAIN FOR INCREASING COMPETITIVE ADVANTAGE MANUFACTURING INDUSTRIES IN EAST JAVA

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Abstract

Based primarily on Resource Based View (RBV) theory. The purposes of this research identify the relationship between environmental uncertainty and supply chain flexibility for increasing competitive advantage manufacturing industrial in East Java. Some company have considered supply chain flexibility concept for increasing competitive advantage. The competitive advantage can be reached if the companies look beyond the flexible factory to the flexible supply chain.

The population in this research are all of manufacturing industrial with the big scale in East Java. The population have been registered in Industrial Department and have used website to support the supply chain process. Technique of sample which used in this research is proportional area random sampling. Technique of analysis which used in this research is PLS (Partial Least Square).

This research has found a direct significant influence between environmental uncertainty and supply chain flexibility. This research also has found a direct significant influence between supply chain flexibility and competitive advantage. This research supports Resource Based View (RBV) theory. Beside that this research support Stevenson & Spring proposition.

Keywords: Supply Chain Flexibility, Environmental Uncertainty, Competitive Advantage and Resource Based View