

# **MULTIPLE PERFORMANCE DIMENSIONS TO MEASURE SUPPLY**

## **CHAIN PERFORMANCE**

**CH V. V. S. N. V. PRASAD**

Assistant Professor, Department of Humanities and Management, BITS-PILANI, Goa Campus, Goa-403726, India

### **ABSTRACT**

There has been considerable academic and managerial attention devoted to understand contemporary developments in supply chain performance measurement. However the developments and implementations of performance measurement system from supply chain perspective is clearly in its infancy. To excel and win in the today's competitive environment, supply chain need continuous improvements. This can be achieved by having the performance measures that support supply chain process perspective rather than function specific. Based on literature survey, the role of performance measurement in the context of supply chain management is described and identified seven performance dimensions (cost, quality, time, productivity, flexibility, reliability, and customer service) which are specific to supply chain. The criticality of performance dimensions from the supply chain point of view is examined by collecting empirical data from supply chain professionals. Based on the insights gained, a framework of performance measures for measuring performance of supply chain from different performance dimensions is presented.

**KEYWORDS:** Performance Measurement System, Performance Measures, Supply Chain Management, Supply Chain Processes.