



The Strategic Impact of Information Technologies on Supply Chain and Business Performance

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Abstract

In this paper, the effect of a new supply chain design on the business performance was analyzed in the context of information technologies. For that purpose, by using case study method, a company that operates in fast-moving consumer goods industry (FMCG) in Turkey and possesses and uses a supporting tool named as SAP APO software as an information technology to perform supply chain operations was examined. Under the scope of the study, supply, production and distribution planning processes are modelled and implemented in short, medium and long terms. Implementation results demonstrate that restructuring of the supply chain by using information technologies has positive effects on business performances criteria like supply, production and distribution.

Keywords: Supply Chain Management, Information Technologies, Business Performance