

Preface

To mitigate the “bullwhip effect” along a supply chain, Lee et al. (1997) develop stylized models so that they can generate analytical results to argue for the importance of *information sharing* among supply chain partners. Since then, many supply chain academic research has focused on the interaction between information sharing and operations planning. For example, Lee et al. (2000) investigate further about the conditions under which sharing information about market demand is beneficial; and Aviv (2001) examines the benefits of collaborative forecasting (via sharing information about a firm’s demand forecast with other firms).

On September 8, 2015, our simple search of the keywords “information sharing” and “supply chain” through Google Scholar yields 42,700 articles. This search result reveals that many researchers are interested in several fundamental questions about information sharing in supply chains. For instance, what is the magnitude of the bullwhip effect observed in practice? Do different industries experience different magnitudes of the bullwhip effect? Besides information about demand and forecasts, should firms share information about its capacity, inventory level, and product development with its supply chain partner? How do firms facilitate collaborative forecasting in practice?

To gain a better understanding about these questions, we have invited leading scholars who have shaped their respective fields of research. This book contains the state-of-the art research in operations management that deals with information sharing in supply chains. It consists of comprehensive surveys of empirical and analytical studies and novel models of various problems arising from information asymmetry so that there is a need to exchange information.

We enjoyed the experience working on this book, and we hope that this book will stimulate further work in this exciting area of research.

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Los Angeles, CA, USA
October 2015

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<http://www.springer.com/978-3-319-32439-5>

Handbook of Information Exchange in Supply Chain
Management

Ha, A.Y.; Tang, C.S. (Eds.)

2017, XXI, 390 p. 43 illus., 13 illus. in color., Hardcover

ISBN: 978-3-319-32439-5