EXPLORING THE NEXUS BETWEEN SUPPLY CHAIN AMBIDEXTERITY, SUPPLY CHAIN AGILITY, SUPPLY CHAIN ADAPTABILITY AND THE MARKETING SENSING OF MANUFACTURING FIRMS IN INDONESIA

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Purpose: Majority of times, it is argued that firm could face difficulty to reconfigure its processes and capture opportunities within the marketplace, without even suspecting such opportunities earlier.

Methodology: Market sensing shows the routines of organization which are associated with quick learning about competitors, customers, business environment, and SC members, enabling to understand market conditions for the purpose of forecasting.

Results: This study is interested in examining the relationship between supply chain performance and firm performance in the presence of firm performance. To test the hypotheses we have used the SEM-AMOS statistical technique. The findings of the study have provided support to the theoretical foundation and proposed hypothesis of the current study. Current study will be helpful for policymakers and practitioners in understanding the issues related to supply chain risk, supply chain integration and supply chain performance. In the author's knowledge this is among very few pioneering studies on this issue.

References

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