

THE SUBSTANTIVE APPROACH FOR SUSTAINABLE DEMAND-SUPPLY CHAIN MANAGEMENT IN FASHION INDUSTRY

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Abstract:

Sustainability is broad term which has multiplex ties with multifaceted issues in the demand supply chains (DSCs) and beyond. It appears in the studies and practice in fragmented form to address the contemporary need. However, the importance of sustainable product to achieve the total sustainability is not appeared as part of sustainability. The aim of this dissertation is to assert the essentiality of product sustainability as a consideration for total sustainability for the demand supply management in fashion industry. The key supply chain considerations were selected by reviewing the literature which were used to evaluate their importance through case studies. The case companies were selected from both upstream and downstream to comprehend the priorities in different ends. These are prioritized through analytic hierarchy process (AHP) along with other key factors. The elements of product compliance besides social, environmental and economical compliance is presented in a sustainability hierarchy. A qualitative model is built in accordance with the elements of sustainability hierarchy and priorities found in the case studies. The purpose of the model is to present the major considerations for sustainably manage demand and supply to substantively create values.

The prioritization of the practical key elements of the cases in different position of the supply chain with discrete focus has set the balance in the assessment process. The proposed framework has the potential to be implemented by the practitioners, albeit it is tested in collaboration with the experts from different part of the supply chain of specific expertise. This framework has set the foundation for further scrutinize each element and examine the sub-elements to achieve a comprehensive insight which will be advantageous for each participant in the value creation process. As the supply chain setup and processes highly product dependent in fashion industry, product orientation will undeniably help to assemble the sustainability need to achieve total sustainability.

Keywords: sustainable supply chain, fashion industry, product sustainability, total sustainability, demand supply management