

Contact: Christine Bufton
FOR IMMEDIATE RELEASE
Title: Promotions and Communications Coordinator
Address: 701 E. Chocolate Ave., Hershey, PA 17033
Email: cbufton@igi-global.com
Tel.: 717-533-8845 x120
Fax: 717-533-7115
Web: www.igi-global.com

Supply Chain Efficiency Grows in Importance

Hershey, PA - January 6, 2010 - Supply chain management is a critical aspect of the world of business as it relies heavily on and often determines the effectiveness and efficiency of a range of businesses and products. Despite the critical need for effective supply chain management, a new report from Ventana Research has shown that although a variety of supply chain analytics are used by most product and supply chain organizations, more emphasis is put on internal efficiency rather than operational effectiveness. This has led most of these organizations to conclude that there is room for improvement in the analytics that they employ. The report notes that these conclusions show that many business remain "largely immature" in their use of analytics.

A global poll found that most businesses are not satisfied with the processes or the technology used to create analytics, and that analytics are not widely available for all supply chain organizations. Robert Kugel, SVP and Research Director at Ventana Research noted that "a majority [of product and supply chain organizations] are not ready to invest in improvement [of analytics]. The research found that the primary barriers to such an initiative are both fiscal and perceptual. We advise companies to resist such inertia actively. The entire process, from developing products to delivering them to customers, must be as effective and timely as possible for companies to prosper in today's fiercely contested markets." (<http://www.procurementleaders.com/news/latestnews/0109-fail-supply-chain-analytics/>)

The efficiency of supply chain organizations affects the entire world of business, but much development is still needed in this area. For this reason, IGI Global is proud to announce the release of one of its newest publications, Supply Chain Optimization, Design, and Management: Advances and Intelligent Methods edited by Ioannis Minis, Vasileios Zeimpekis, Georgios Dounias, and Nicholas Ampazis, all from the University of the Aegean, Greece. Computational Intelligence (CI) is a term corresponding to a new generation of algorithmic methodologies in artificial intelligence, which combines elements of learning, adaptation, evolution and approximate (fuzzy) reasoning to create programs that can be considered intelligent. This reference presents computational intelligence methods for addressing supply chain issues. Emphasis is given to techniques that provide effective solutions to complex supply chain problems and exhibit superior performance to other methods of operations research.

Dr. Minis, Dr. Zeimpekis, Dr. Dounias, and Dr. Ampazis note that "standard operational research is now a mature and widely recognized field of applied mathematics and high-level computation. The ever-growing realm of applications and the computing power explosion of the last two decades are driving related research in new exciting directions, continuing to play an important role in modern management engineering. A pioneering position of those real world OR

applications holds for supply chain management, a fast growing topic combining computing algorithms either based on discrete mathematics and heuristics or, related to computational intelligence based on evolution, learning and adaptation. To this end, we hope that the present volume contributes towards the advancement of high quality research in CI solutions for real world OR problems." For more information on this reference, please visit <http://www.igi-global.com/Bookstore/TitleDetails.aspx?TitleId=45953>.

To complement this reference, IGI Global recommends the International Journal of Information Systems and Supply Chain Management (IJISSCM) (Editor-in-Chief John Wang, Montclair State University, USA). IJISSCM examines current, state-of-the-art research in the areas of SCM and the interactions, linkages, applications, and support of SCM using information systems. This journal encompasses theoretical, analytical, and empirical research, comprehensive reviews of relevant research, and case studies of effective applications in this area. The use of new technologies, methods, and techniques are emphasized. For more information on this journal include subscription details and a free sample copy, please visit <http://www.igi-global.com/ijisscm>.

Among Other Related Titles Are:

- * Managing Global Supply Chain Relationships: Operations, Strategies and Practices (<http://www.igi-global.com/Bookstore/TitleDetails.aspx?TitleId=41777>)
- * Web-Based Supply Chain Management and Digital Signal Processing: Methods for Effective Information Administration and Transmission (<http://www.igi-global.com/Bookstore/TitleDetails.aspx?TitleId=1063>)

About IGI Global:

Since 1988 IGI Global has provided comprehensive research not just on computer science and information technology management, but also on how information technology affects human activities and interactions. IGI Global is a leading multimedia publisher of books, reference works, journals, encyclopedias, teaching cases, proceedings, and databases covering the areas of education, social science, library science, healthcare, business management, public administration, and computer science. Information on all of IGI Global's authoritative resources can be found at www.igi-global.com. IGI Global's has offices in Hershey, PA, USA and New York City, NY, USA.

Follow us on Twitter<<http://twitter.com/igiglobal>> and Facebook<<http://www.facebook.com/#!/pages/IGI-Global/138206739534176?ref=ts>> to receive updates from IGI Global.

Order inquiries may be directed to: 717-533-8845 x100, to cust@igi-global.com, or to book wholesalers or journal subscription agents.