

Value Chain Ugly Smile

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Abstract

In this paper, the social issues of the contemporary concept of value chain that characterizes modern supply chain is criticized. A background on the current social issues in value chain is presented first and then followed by understanding some of the structural reasons behind such issues. The concept of the mainstream echelons versus sub-stream echelons is introduced to capture the real value creators in the value chain. Furthermore, a critique of the current smile-like value curve and sad-like social burden curve that characterizes the value distribution in the current supply chain are presented and illustrated with a case study. This work and the presented analysis should add to the discourse among supply chain community in order to bring about a novel and more just system that will realize the sustainability aspiration of the 21st century.

Keywords

Decolonization; Value chain; Supply chain social issues

Biography

Audrey Burgener is a student of Industrial Technology at California Polytechnic State University. Her research focus on supply chain sustainability with emphasis on social issues.

Ahmed Deif, Ph.D., P.Eng. Dr. Deif is an Associate Professor of Operations and Supply Chain Management at the Department of Industrial Technology and Packaging at California Polytechnic State University. Before joining Cal Poly, he was an Assistant Professor at multiple universities (University of Regina, Canada, University of Windsor, Canada, and Nile University, Egypt). His current research interests are in innovation in supply chain management, optimal manufacturing, and service planning and control, lean and green manufacturing/service systems, and dynamic analysis of manufacturing systems. Dr. Deif has more than 75 publications in books, international journals, and refereed conferences. Dr. Deif have a diverse portfolio in his industrial experience ranging from the automotive industry where he worked at the R&D center at Chrysler Canada to the steel industry to electronic industry and finally assembly industry at various engineering and consultancy capacities. As a lean and six sigma certified expert, he helped various industries in improving their production performance and conducted various lean and six sigma trainings in the US, Canada, and the Middle East over the last 20+ years. Dr. Deif is a senior member of SME and member of IIE, APICS, ATMAE, and IEOM organizations. I am a fellow faculty of the Center of Innovation and Entrepreneurship (CIE) at Cal Poly as well as an active member of the Central Coast Lean (CCL) center.