

## **Market Adaptive Supply Chain Model of Global Automotive Players**

**Gwang Seok Kim, Dong Uk Jeon, Sun Hoon Kim and Young Hoon Lee**  
**Department of Information and Industrial Engineering, Yonsei University**  
**Yonsei-ro 50, Seodaemun-gu, Seoul, 120-749, Korea**

### **Abstract**

The global automotive players have faced volatile business environments such as European economic crisis and supply chain disruptions caused by floods, hurricanes and earthquake since 2000. Global automobile players have developed their own market adaptive supply chain operation models. This study identifies the supply chain operation models of Toyota, Volkswagen, Hyundai Motor (as Hyundai) by analyzing their core process of supply chain in terms of visibility, velocity and variability. We define supply chain operation model of Toyota as Leveling model, Volkswagen as Termin model and Hyundai as Speed model. Computational experiments are performed to validate the effectiveness of each model for the artificially designed supply chain testbed.

### **Keywords**

Automotive, Adaptive Supply Chain, Core Process.

### **Biography**

**Gwang Seok Kim** is a Ph. D candidate at the IIE department of Yonsei University. He is working for Hyundai Motors, Corp., as an executive member. His research interests are supply chain management, especially in the automobile industry.

**Dong Uk Jeon** is a Master program student at the IIE department of Yonsei University. His research interests are supply chain management, modeling and simulation.

**Sun Hoon Kim** is a Ph. D candidate at the IIE department of Yonsei University. He holds Bachelor and Master of Engineering degree in Industrial Engineering from Yonsei University. His research interests are supply chain management, optimization and simulation, especially in the area of semiconductor industry and healthcare operation.

**Young Hoon Lee** is currently a professor of Department of the Information and Industrial Engineering at Yonsei University, Seoul, Korea. He holds a Bachelor of Science degree in Industrial Engineering from Seoul National University, and Master and Ph.D degree in Industrial Engineering from Columbia University, New York, USA. His research interest includes the modeling and analysis in area of manufacturing, healthcare and service industries using the optimization and simulation.