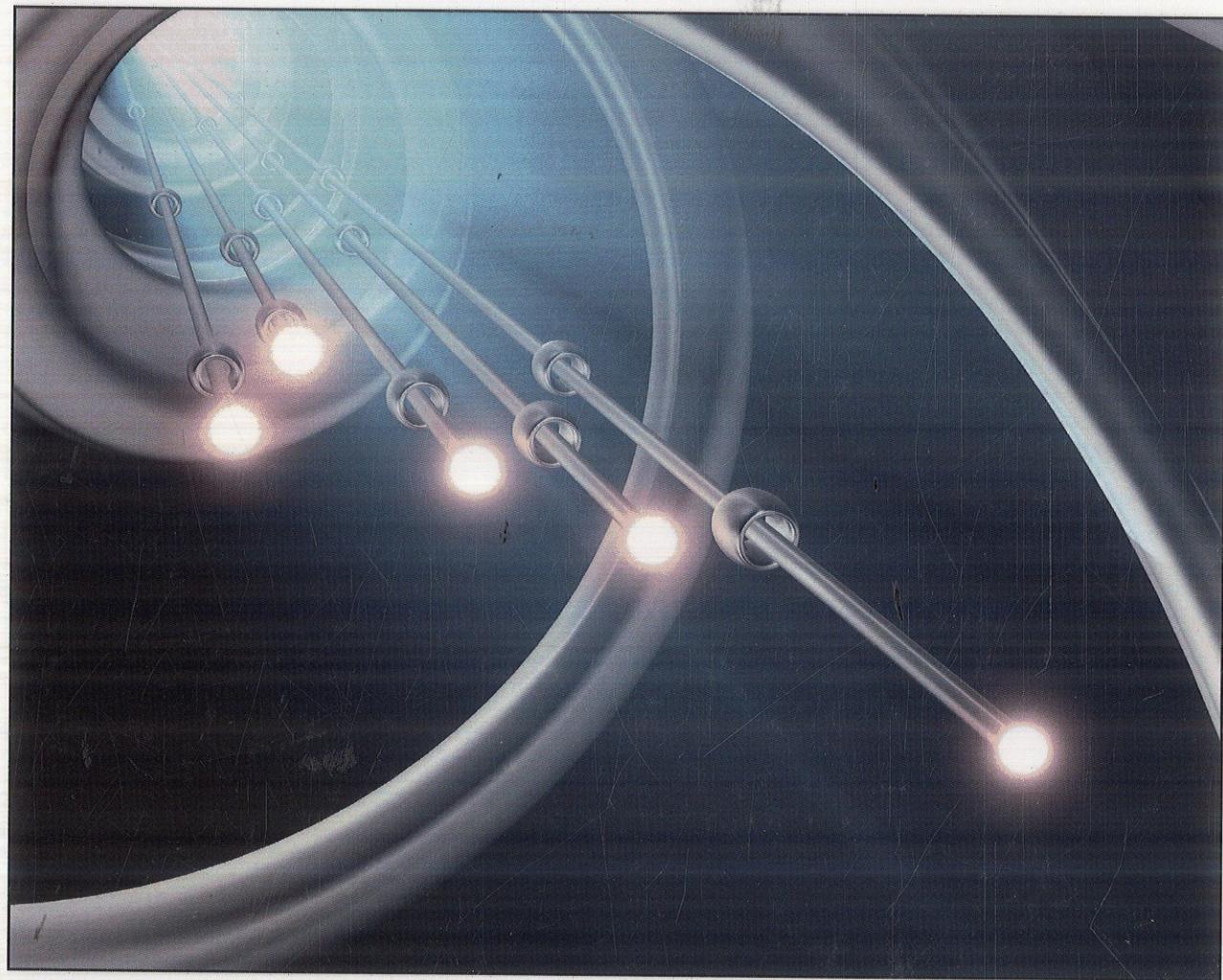


PREMIER REFERENCE SOURCE

# **Electronic Supply Network Coordination in Intelligent and Dynamic Environments**

**Modeling and Implementation**



Iraj Mahdavi, Shima Mohebbi & Namjae Cho

# Table of Contents

<b>Foreword .....</b>	xiii
<b>Preface .....</b>	xvi
<b>Acknowledgment.....</b>	xxii

## Section 1 Advances in Supply Network Coordination

<b>Chapter 1</b>	
Understanding Supply Network Coordination.....	1
<i>Namjae Cho, Hanyang University, Korea</i>	
<b>Chapter 2</b>	
e-Business in Supply Chain Management .....	24
<i>Claudia-Maria Wagner, Dublin Institute of Technology, Ireland</i>	
<i>Edward Sweeney, Dublin Institute of Technology, Ireland</i>	
<b>Chapter 3</b>	
Integrated Supply Chain Intelligence through Collaborative Planning, Analytics and Monitoring .....	43
<i>Nenad Stefanovic, University of Kragujevac, Serbia</i>	
<i>Dusan Stefanovic, University of Kragujevac, Serbia</i>	
<i>Bozidar Radenkovic, University of Belgrade, Serbia</i>	
<b>Chapter 4</b>	
A Content Analysis for Evaluating RFID Applications in Supply Network Management.....	93
<i>Maria Grazia Gnoni, Università del Salento, Italy</i>	
<i>Alessandra Rollo, Università del Salento, Italy</i>	
<b>Chapter 5</b>	
The Role of Information Technology in Supporting Supply Chain Coordination of Logistics Services Providers .....	113
<i>Pietro Evangelista, IRAT-CNR &amp; University of Naples Federico II, Italy</i>	

## Section 2

### Modeling and Analysis of Supply Network Coordination

#### **Chapter 6**

Multi-Echelon Supply Chain Modeling with Dynamic Continuous Review Inventory Policy ..... 146

*K. Narayana Rao, Govt. Polytechnic, India*

*K. Venkata Subbaiah, Andhra University, India*

#### **Chapter 7**

Reverse Logistics Network Design Using Hybrid Genetic Algorithm and Simulated Annealing Methodology ..... 168

*Gülfem Tuzkaya, Yildiz Technical University, Turkey*

*Bahadır Gülsün, Yildiz Technical University, Turkey*

*Ender Bildik, Yildiz Technical University, Turkey*

#### **Chapter 8**

Fuzzy Electronic Supply Chain System: Customer Satisfaction and Logistic Aspects ..... 187

*Hamed Fazlollahtabar, Mazandaran University of Science and Technology, Iran*

*Hamed Hajmohammadi, Mazandaran University of Science and Technology, Iran*

*Iraj Mahdavi, Mazandaran University of Science and Technology, Iran*

*Nezam Mahdavi-Amiri, Sharif University of Technology, Iran*

*Amir Mohajeri, Mazandaran University of Science and Technology, Iran*

#### **Chapter 9**

Modeling and Simulation of Partnership Network for an Intelligent Supply Chain ..... 202

*Fouzia Ounnar, Aix Marseille University, France*

*Patrick Pujo, Aix Marseille University, France*

*Selma Limam Mansar, Carnegie Mellon University in Qatar, Qatar*

#### **Chapter 10**

Supply Chain Coordination under Price Competition ..... 226

*S.P. Sarmah, Indian Institute of Technology, India*

*Santanu Sinha, Indian Institute of Technology, India*

## Section 3

### Intelligent Agent Approaches to Supply Network Coordination

#### **Chapter 11**

e-Supply Network: The Design of Intelligent Agents for Buyer-Supplier-Supplier Coordination ..... 250

*Shima Mohebbi, University of Tehran, Iran*

*Rasoul Shafeai, K.N. Toosi University of Technology, Iran*

*Namjae Cho, Hanyang University, Korea*

<b>Chapter 12</b>	
E-Supply Network: Network Agents to Support Information Sharing for Buyer-Buyer-Supplier Coordination .....	269
<i>Namjae Cho, Hanyang University, Korea</i>	
<i>Iraj Mahdavi, Mazandaran University of Science and Technology, Iran</i>	
<i>Nezam Mahdavi-Amiri, Sharif University of Technology, Iran</i>	
<i>Shima Mohebbi, University of Tehran, Iran</i>	
<i>Mahdi Zandakbari, Mazandaran University of Science and Technology, Iran</i>	
<b>Chapter 13</b>	
Capacity Sharing Issue in an Electronic Co-Optitive Network: A Simulative Approach .....	291
<i>Paolo Renna, University of Basilicata, Italy</i>	
<i>Pierluigi Argoneto, University of Basilicata, Italy</i>	
<b>Chapter 14</b>	
A Multi Agent /HLA Platform for Enterprises Interoperability (Short-Lived Ontology Based) .....	319
<i>Gregory Zacharewicz, Université de Bordeaux – UMR CNRS 5218, France</i>	
<i>Olivier Labarthe, CIRRELT &amp; Université Laval, Canada</i>	
<i>David Chen, Université de Bordeaux – UMR CNRS 5218, France</i>	
<i>Bruno Vallespir, Université de Bordeaux – UMR CNRS 5218, France</i>	
<b>Chapter 15</b>	
Agent-Based Dynamic Route Selection for Multilayer Electronic Supply Network .....	347
<i>Iraj Mahdavi, Mazandaran University of Science and Technology, Iran</i>	
<i>Namjae Cho, Hanyang University, Korea</i>	
<i>Hamed Fazlollahtabar, Mazandaran University of Science and Technology, Iran</i>	
<i>S. Hosna Shafieian, Mazandaran University of Science and Technology, Iran</i>	
<i>Nezam Mahdavi-Amiri, Sharif University of Technology, Iran</i>	
<i>Shima Mohebbi, University of Tehran, Iran</i>	
<b>Compilation of References</b> .....	366
<b>About the Contributors</b> .....	399
<b>Index</b> .....	406