INVESTIGATION OF NERDC COMPOSITE FLOOR SLAB SYSTEM

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Engineering in Structural Engineering Design

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Abstract

An increasing number of firms have seen Supply Chain Management (SCM) as a major component of their competitive strategy which enhances organizational productivity and thereby enables sustainable competitive advantage. But so far very few companies have succeeded in achieving competitive advantage through SCM. This clearly communicates the necessity of professionals engaged in managing the supply chain having a 'usable knowledge base' which can transform their traditional mindsets and help them to better equip with SCM tools. Mentzer et al. in 2001 and later in 2004 presented a conceptual map to address this need of having a proper conceptualization to SCM. In that they introduced a comprehensive conceptual model indicating the nature, antecedents, and consequences of the phenomena and a uniform definition to SCM. The model discusses the importance of sca as an important antecedent to SCM, as managers first need specific behavioral guidelines within the firm's boundaries called supply chain orientation (SCO) to set SCM in motion. The study conducted in 2004 by Mentzer et al. confirmed the existence of the SCO-SCM path that leads to improved business performance. But they limited their study only to focal firms. The current research explored the possibility of validating the scenario; 'the greater the supply chain orientation of the individual supply chain members, the greater the degree of SCM and performance in the focal firm.' The research found evidence that as suggested by Mentzer et al, the network sca does possess a positive effect on the focal firm's SCM and performance. In addition, the study revealed that if firms in an extended supply chain possess a supply chain oriented culture it will directly affect the focal firm's performance positively while identifying several industry best practices in relation to sca - and SCM of the best performers.