



<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Master's thesis
Licentiate's thesis
Doctor's thesis

Subject	Marketing	Date	20.4.2007
Author(s)	Olga Cherepenina	Student number	
		Number of pages	108
Title	Starting collaboration in supply chain with a telecom market customer in Russia		
Supervisor(s)	Ph.D. Helena Mäkinen		

Abstract

International corporations have competed successfully for many years by exploiting the scale or the scope of economies but these competitive tools are not efficient anymore. Logistics services in the supply chain that are not easy to copy could be used to develop a sustainable competitive advantage and therefore, have become strategically important for an organization's overall success. Collaboration is the important factor of the supply chain and the whole enterprise performance and it is the main focus of this research.

The goal of the research was to investigate how to start collaboration with customers in order to improve supply chain performance in Russia. The research started with the investigation of how collaboration affected the supply chain in theory and practice. Then different collaboration formation processes were examined and own Collaboration Formation Model (CFM) was designed consisting of four main phases: strategic needs establishment, partner selection, improvements planning and partner communication. During the research the specifics of the Russian market were investigated and taken into account in developing the CFM.

The research was the qualitative single-case study and action research at the same time. Different data collection methods (e.g. internal databases and materials, Supply Chain Questionnaire and different forms of interviews) and analysis methods (e.g. descriptive calculations, tabulating and categorizing) were used in the research.

The research showed that collaboration affected the supply chain in many positive ways. The research resulted in developing a proposal for the pilot collaboration project with a selected customer in Russia which was later implemented in practice.

Key words	Collaboration, supply chain, telecom market, Russia, pilot project
Further information	