

# An Analysis of Aligning Supply Chain Management With Business Strategy

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# An Analysis of Aligning Supply Chain Management With Business Strategy

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**Abstract-** The main objective in this research is attempting to demonstrate alignment mechanism of supply and business strategy. Companies are beginning to view supply chain management and procurement as a rising priority. Procurement has traditionally been a cost-driven model, finding suppliers that can provide the best product at the lowest cost. In stressing the sociotechnical qualities of the supply chain, it is argued the business is the only common element to the entire demand chain. Brand strategy management should be both a demand and supply chain priority, in contrast to its general demand chain focus. It is restrictive lawful rights that secure works of initiation, structure or work of art. A business strategy of any work save the distribution, creation or clearance of the rights to education, melodic, imaginative work, sensational, computer program, or to utilization of a business print or mark. Results showed that having a strong brand not only supports your interactions with stakeholders but with your employees and suppliers too. This is especially important if you are driving transformation within the organization.

**Keywords;** *business strategy, supply chain management; permission; alignment.*

## 1. Introduction

As a business discipline, the field of supply chain management (SCM) has emphasized research that aids in the workings of the firm and its supply chain partners. In addition to these contributions, some scholars have expressed the view that SCM can also aid in the workings of society. An increasing body of scholarship now examines how SCM can benefit society and enhance consumer well-being. The effect of the SCM in stabilising business has been discussed in the some researches [1-3]. Business provide the effectual and legal permission to copy, to be copied some distinct work. If anyone take the business on something than no one can make the copy of that work without getting the permission from the creator. It is generally come from work creation but it can be buying, trade or use by others by getting the permission. If there has to be run a website then it should be deal with the business law and other belong issue from both user and creator.

If it is require taking some business able content like any theme, blog, music, photographs etc then there need to legally purchase these contents. Other people can use this or not it depends on the buyer of those contents. If it is requiring using contents of any other people then it should notice permission and license of those contents. It should check that what contents are legal and what are not. Business of any

work like movie, song, book, website, movie etc, gives the proprietor the privilege to say how other individuals can utilize their work. By using the law the owner can earn money by selling the work. Business law is the one part of a law group of intellectual property. This paper explores the role of the brand in the value chain by considering the opportunities for coordination and control the brand offers. Business give the solid and lawful authorization to duplicate, to be replicated some particular work. On the off chance that anybody takes the business on something than nobody can make the duplicate of that work without getting the consent from the maker.

There are several business law are exists in the business world. Before taking the resources and any other data there need to check the business of that data. Any organization who first creates any product can take the business on that. It helps to grow the organization to grow sales of the company and no one can create the same product. The company can sale the product on its own condition and it helps to increase the business and growth of that system.

Business decisions are affects by the business law. Because images, text, data and other information for the websites, newsletters and advertisements are concern with the issue of Business. Business of any work like movie, song, book, website, movie etc, gives the proprietor the privilege to say how other individuals can utilize their work. By using the business law the owner can earn money by selling the work. Business law is the one part of a law group of intellectual property. Business law helps the authors or creator to save their work from replicated without getting the permission and also protect to replicated of their works for business reason. It is restrictive lawful rights that secure works of initiation, structure or work of art. A business of any work save the distribution, creation or clearance of the rights to education, melodic, imaginative work, sensational, computer program, or to utilization of a business print or mark. No one can use the business contents. It is illegal to take any business content without getting the permission for example any photograph for the website cannot take for the use if it is not available at public domain, which expresses that the pictures are in the open space, can expose the business to an exorbitant business encroachment claim. business law affects the Business contracts when organizations incorporate arrangements indicating who possesses the business to imaginative license innovation delivered at the working environment [4-10]. If your supply chain company isn't active on social media, know that your competitors are. Here are four ways

social media can help the supply chain in improving processes and expanding your audiences.

Supply chain and logistics companies have typically been slower to embrace social media. Remember, social networking isn't about being social; it is about facilitating communication and collaboration, distributing content, and engaging with target audiences. It's about making processes more efficient using innovative technologies, like automation tools.

As part of a comprehensive content marketing strategy, social media can actually help your supply chain company meet ROI benchmarks. Utilizing social media increases your brand's visibility and promotes transparency. The distribution of high-quality, thought provoking content will help your target audience see you as an industry leader, which will help you boost sales and increase customer engagement.

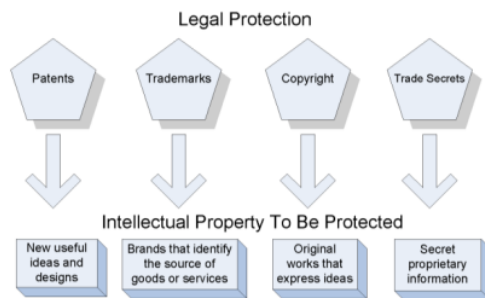


Figure 1. Legal Protection

## 2. Literature survey

Beyond benefitting society and enhancing consumer well-being, research at the intersection of SCM and public policy and law has potential to expand the reach and impact of SCM. In [11] described that patents of any work only provide temporary protection to registered designs and technological inventions but business provide longer protection and safety for the work. Business of any work like film, tune, book, site, motion picture and so on, gives the owner the benefit to state how different people can use their work. By utilizing the business law the proprietor can gain cash by selling the work. Business law is the one piece of a law gathering of licensed innovation. In 2001 Srivastava study the legal issue of information technology product and Intellectual Property Rights. As using of internet is increasing the business infringement is also increases.

In [3] described the issue of business by aware the faculties and other members in the university. In [4] analyze the awareness of business through teachers, librarians and principle in united state. In [5] study on 446 faculty members those related to health sciences in USA. And it shows that 56% faculty has poor knowledge, 6% faculty does not concern about business, and 88% faculty does not have any sufficient information about business. In [6] shows that librarians are not concern about business issues. In [7] described that librarians take knowledge about business and they try to incorporate it with institutional policy.

In [8] stated that he majority of the library's property are in physical just as in advanced structure and a significant

number of the libraries are individuals from different open finished. In [9] distributed article on computerized library that shows the present problem like business, patent and competitive innovation and future patterns on scholarly properties of advanced libraries by translating legitimate ideas in designing control.

In [10] stated that "business of doctoral e-propositions and its advantages of putting on the web are close to home reward". It described on secrecy that consists of sensitive information, increased under an affirmation of security, might be took into account assessment purposes yet not for open access; financially delicate material.

In [11, 12], study about intellectual rights, property, or on the other hand, the declining open space is never again restricted to the US. As of late, an expanding number of noticeable European researchers and judges have communicated their tension over the apparently tireless development of business, neighboring rights, sui generis rights, trademarks and different privileges of scholarly or modern property.

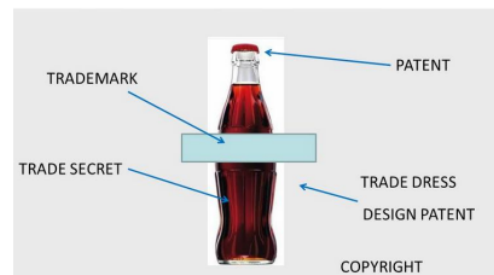
## 3. Results

### 3.1 Features of business strategy and supply chains

Main feature of supply chain and business are given below:

1. Business of any work or content provide safety for specific time duration and its chains.
2. Business issue is legal in all countries.
3. Business law provides the user a right to authorize other person to use supply chain.
4. Business law is applicable on contents like music, book, image, software, painting, photograph etc.
5. Without getting permission in written it cannot reproduce the information. But the idea and information can be used by any one of them.
6. The supply chain can promote the brand in the whole system.

In business the business law and practice include all issues of business. It include protection of afforded first-time, computer related work, database, business logos and other contents.



(a)



(b)



**Figure 2.** Copyright example of Coca Cola, McDonald's and Webportal Websites

In this way business law provide the protections in fields are given below:

1. Software that used in computer
2. Getting license of software
3. Provide liability of copy the internet contents
4. Launching of new product
5. Issue related to public domain
6. new law addressing
7. registration of business

### 3.2 Business Owner's Rights by SCM

Extending the proposition that SCM research can offer important insights for informing public policy and law, we illustrate how SCM can augment understanding of policy and law involving competition. Competition policy and antitrust law are vital components of a market economy and competition is an important aspect of SCM. However, until now policy and laws addressing competition have not benefited from an SCM perspective or SCM research. The basic task of the business law is to save the effort, time and creativity of the inventor. Business law provide creator several rights related to their original work. Some rights are given below:

1. A creator can regenerate or reproduce its work
2. A creator can enhance the work that related to the original work
3. A creator can publicly do work
4. A creator can display its work publicly
5. A creator can distribute the copy of its work for lease; sale and it can transfer the ownership.

The owner of business has right to permit the rights to other people that are described above. A business owner can transfer its right to other person. The business office does not concern about the transfer of the rights so this transfer take place with the help of the legal contract. It is not require taking the record of the transfer right in the business office, but it is better to keep record of that transfer.

### 3.3 Works including business law

There are several works which protects under the business law, are as follows:

1. work related to sound recording
2. work related to Choreographic
3. works related to motion picture
4. audio visual work
5. graphic or pictorial work
6. literary work
7. work related to music like lyrics and sound
8. work related to dramatic like music

### 3.4 Business is automatic

The issue related to business is that how can it get or from where it can achieve.

It is a myth that the business issue is provided from any government body. First of all the creator should know that it can own the business on that content.

Business can take consequently, the moment when it set something into a "fixed structure" — regardless of whether that fixed structure is pen scratches on legitimate cushion. It can consequently possess the business to any inventive gem it produce, the moment it produce it.

### 3.5 Economic Perspective

Business is the part of intellectual property rights. It permits the maker of a unique work to provide certain rights on it. If it is requiring using contents of any other people then it should notice permission and license of those contents. It should check that what contents are legal and what are not. Business give the solid and lawful authorization to duplicate, to be replicated some particular work. On the off chance that anybody takes the business on something than nobody can make the duplicate of that work without getting the consent from the maker.

As Free from economic rights, creators are allowed good rights, for example, the privilege of origin, the privilege of trustworthiness of work, the privilege to be credited, and the privilege of divulgation. These rights can be kept up by the creator regardless of whether the business hosts been moved to a third gathering.

### 3.6. Intensive industries

The industries which do the work like communicating, making, manufacturing, selling, exhibiting, producing, broadcasting, distributing and other protected work are known as the core business-intensive industries. Nine groups of business industries that defined by WIPO are as follows:

1. Database and software
2. Television and radio
3. Services related to advertising
4. Photography
5. Literature and press
6. Operas, theatrical productions, music
7. Video and motion picture
8. business collective management societies
9. photography.

### 3.7 Business vs. SCM strategy

Business law is not widely inclusive, different laws, for example, patent and trademark laws. Generally business, trademarks, and patents are as often as possible utilized inversely but they provide various type of safety to intellectual property.

Trademark laws protect material that is used to distinguish an individual's or corporation's work from another entity. These materials include words, phrases, or symbols—such as logos, slogans, and brand names—which business laws do not cover. Patents cover inventions for a limited period of time. Patented materials include products such as industrial processes, machines, and chemical positions.



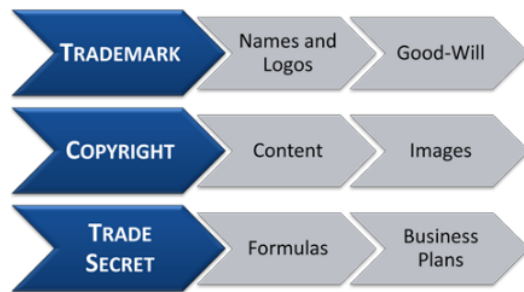


Figure 3: Tradeeemark, business and SCM

#### 4. Conclusion

Supply chain companies often struggle with showing the more human side of their business. And with buyer's continually seeking a more personal connection to brands, B2B companies have to get creative. Social media can help. Social networks allow leaders to communicate using language, images and sound to create an inside look into your brand. With the ability to ask questions and engage with followers, social platforms help to create a community around your products and services. SCM research that furthers public policy and law benefits society and it also has potential to expand the reach and impact of SCM. Society benefits from advances in our understanding of the public policy and legal impact of business practices. Research that documents developments in SCM provides a basis for knowledgeably informing and shaping the content and process of public policy and laws. Business is the piece of protected innovation rights. It allows the producer of an extraordinary work to give certain rights on it. The proprietor of business has ideal to allow the rights to other individuals that are portrayed previously. A business proprietor can move its entitlement to other individual. The business office does not worry about the exchange of the rights so this exchange happen with the assistance of the legitimate contract. Supply chains encompass the end-to-end flow of information, products, and money. For that reason, the way they are managed strongly affects an organization's competitiveness in such areas as product cost, working capital requirements, speed to market, and service perception, among others. In this context, the proper alignment of the supply chain with business strategy is essential to ensure a high level of business performance.

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