Quantitative Methods:
Overcoming Misconceptions, Defining Their Real Role In the Supply Chain and Reengineering Approach,
Towards Qualitative Customer Satisfaction

By
Dr. George Malindretos
Harokopion University
e-mails: gmal@hau.gr, gmal@panteion.gr

ABSTRACT:
The scope of this paper is to remove a series of myths, misconceptions and contradictions concerning the use of mathematical quantitative methods in the framework of logistics and the supply chain management approach. In particular, the conventional use of quantitative methods is presented, vis-à-vis the new business environment in historical perspective during the last three decades, for real corporate problems solving. Management thought and practitioners in OECD area were shacked at first by the Japanese originated Total Quality Management and the advancement of Logistics to the Supply Chain Management (SCM), further enriched by appearance of the Business Process Re-engineering (BPR) in the early nineties. Changes in the mix of methods and the Information Technology revolution are accompanied by the increasing use of quantitative methods and models, applied in designing, monitoring and evaluating, for improving performance in the ever changing customers requirements' environment. The renewed role of quantitative methods in a combined and interchange process aims at realistic and applicable solutions for real problems at corporate level. This paper presents examples of specific techniques applied in the design of customer service policy in the framework of the Supply Chain Re-engineering for better understanding of this process.

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