Managing Supply Chains on the Silk Road
Strategy, Performance, and Risk

Edited by Çağrı Haksöz, Sridhar Seshadri & Ananth V. Iyer

This book presents emerging supply chain practices from the Silk Road regions that include China, Hong Kong, India, Pakistan, Iran, Central Asia, Lebanon, Turkey, Israel, and Hungary. It takes a results-oriented, comparative approach to supply chain management covering structural, strategic, and operational topics. Providing insights for assessing performance and hedging risk, this is a handbook that no competitive supply chain executive can afford to ignore.

“... Haksöz, Seshadri, and Iyer have brought together 28 scholars and business executives from different continents to share their perspectives about past and present trading activities along the Silk Road. ... [the book] examines a wide range of issues arising from a multicultural perspective. ... provides clear insights of the past and the present that will help academics and practitioners to gain a better understanding of the future.” -- From the foreword by Christopher Tang, University of California, Los Angeles

Key Features
- Supplies a perspective of emerging market supply chain management practice in Silk Road Countries
- Examines a timely topic for practitioners and business executives in the field, as well as students
- Discusses a variety of supply chain management practices and case studies from Silk Road geography
- Provides a comprehensive view of supply chain management with strategy, performance, and risk dimensions
- Connects past and present supply chain practices and trends on the Silk Road

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