

Modelling value: selected papers of the 1st International Conference on Value Chain Management, May 4th–5th, 2011, University of Applied Sciences in Upper Austria, School of Management, Steyr, Austria

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Abstrak

The publication contains a selection of the best double-blind reviewed papers presented, discussed and revised by participants of the 1st International Conference on Value Chain Management in Austria, Steyr, May 2011. The Value Chain Management (VCM) Conference presents scientific insights relevant to management as well as their translation into the practice of management. The conference focus is on the demand chain i.e. sales, production, purchasing, logistics, performance measurement and customer value management. The authors present analytical and conceptual articles as well as empirical studies showing multidisciplinary and intercultural approaches towards solving relevant open problems.;