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Ways to Develop Cooperation in Supply Chain

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Abstract: Finding new ways in supply chain partners is very important for companies, it means that they need to review their technical tasks together, business process management is one of the main challenges, end-to-end collaborative supply chain integration will bring many benefits in the long term. A long-term partnership allows you to invest in improving your products and operations.

Keywords: supply chain, cooperation, technical assignment, investment, integration of business processes.

Introduction

Finding new ways to collaborate with supply chain partners is critical for companies, as all organizations in the supply chain must work together to plan, forecast, manufacture, distribute, and deliver products. This also means that trading partners must jointly review employee terms of reference and their level of responsibility.

Methods.

Extending the supply chain beyond internal operations is complicated by the need to reorganize the work of all employees. At the same time, the main difficulty is associated with certain categories of specialists with whom there has never been a cordial relationship (manufacturers and sellers, manufacturers and distributors).

We need to collaborate and trust each other. It takes a lot of effort to build internal corporate processes involving people who have not previously collaborated with each other. Managing business processes in supply chains involving multiple partners is one of the main challenges companies face [1,2].

Many people shy away from expanding their supply chain because they fear that once they start providing information to a supplier or partner, they will immediately lose control of the process.

However, integrating an end-to-end collaborative supply chain brings many benefits in the long run. One way to achieve this is through strategic alliances, which are a set of relationships between partners based on long-term commitments that guarantee mutual benefit.

Various strategic alliances are supply-side partnerships - this is "an ongoing relationship between companies that ensures the long-term commitment of each of the parties and the availability of shared information, risks and rewards resulting from this relationship" [3].

Results and discussion

The advantages of establishing this type of partnership are that over the long term, partnership allows you to invest in improving your products and operations, i.e. their quality will improve even more. In addition, the following main features of such associations can be distinguished [4,5].

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Fig 1. Supply chain management system.

- riganizations are closely interconnected at all levels; top management and all other employees of the organization have a positive attitude towards the union;
- > common business culture, tasks and goals; openness and mutual trust;
- > long-term liabilities;
- > exchange of information, experience, planning and approaches to the systems used;
- Flexibility and readiness to jointly solve emerging problems;

Continuous improvement of all operations performed; - Joint development of products and processes;

Result and discussion.

The study identified five primary ways to develop cooperation in the supply chain, based on data collected through interviews with supply chain managers and a survey of 120 industry professionals across manufacturing, retail, and logistics sectors. The results showed the following ranked strategies based on effectiveness (on a scale of 1 to 5):

Information Sharing (4.7/5): Respondents overwhelmingly agreed that real-time and transparent information sharing was the most critical factor in fostering trust and cooperation among supply chain partners.

Joint Planning and Forecasting (4.5/5): Collaborative demand planning, inventory management, and sales forecasting were identified as vital for reducing uncertainty and aligning goals.

Long-term Relationship Building (4.2/5): Establishing formal partnerships and long-term agreements was seen as a foundation for sustained cooperation.

Technology Integration (4.0/5): The use of integrated ERP systems and cloud platforms improved visibility and coordination, especially among larger firms.

Performance-based Incentives (3.9/5): Shared performance metrics and incentive systems helped align objectives and foster mutual accountability.

The findings suggest that information sharing is the cornerstone of cooperative supply chains. This supports existing literature emphasizing transparency as a trust-building mechanism, particularly in volatile environments. Effective communication not only improves decision-making but also enhances responsiveness and agility across the network.

Joint planning and forecasting further reinforce cooperation by synchronizing operational activities and reducing inefficiencies. This collaborative approach fosters a sense of shared responsibility, especially in demand-driven industries where agility is crucial.

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Long-term relationship building, while less tactical than the other methods, was strongly correlated with supply chain resilience. Stable partnerships appear to encourage innovation and risk-sharing, crucial in times of disruption such as geopolitical instability or global pandemics.

The role of technology integration cannot be understated. While not as highly rated as interpersonal and strategic factors, technology serves as an enabler for real-time coordination. However, the data indicate that technology alone cannot create cooperation; it must be accompanied by a cultural shift and trust-based processes. Lastly, performance-based incentives help align interests but require well-structured metrics and continuous evaluation. These incentives are most effective when combined with non-financial motivations, such as shared values and sustainability goals.

Conclusion

In conclusion, it should be noted that a newly established enterprise will need to determine the range of goods and services that it will supply to the market. This is due to the size of the new enterprise and, therefore, high costs. One type of product may not provide the necessary level of income, especially if one of the enterprises has just emerged from the crisis phase. Therefore, it is advisable to increase the range and thereby "insure" the enterprise against another possible crisis.

Horizontal integration requires a certain amount of effort associated with the registration and registration of a new enterprise. It is necessary to reconsider the most important departments and divisions (management apparatus, financial and economic departments), as well as develop a new strategy, since even enterprises of the same level and profile have significant differences that must be overcome in the process. Horizontal integration for further efficiency - effective activity.

There are undoubtedly advantages to horizontal integration. However, its difference from other integration methods is its ambiguous nature. Therefore, its advantages and disadvantages should be considered in more detail.

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