

Sustainable Supply Chain Management in terms of Innovative Approach: Evaluation in an Enterprise in the Fashion Industry

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Abstract – With globalization, the market area has expanded in the garment industry as in all sectors. While all brands that want to benefit from this situation open up to the world, this situation brings competition to the forefront. Companies need to have some features to differentiate from their competitors. Factors such as speed, accurate determination of customer needs and demands, and quality product delivery are distinguishing features for the company to differentiate from its competitors.

The supply chain covers the entire process from the moment the product is produced until it reaches the end consumer. The supply chain, in the simplest terms, is the delivery of the product or service by the producer of the product or service to the consumer. Because the supply chain is so important, companies are constantly trying to bring innovations and improvements in this regard. Sustainable supply chain includes instant notification of information about the product to everyone at every stage and strengthening communication between supply chain elements in order to maintain the integrity of all components in the supply chain. Sustainable supply chain management in its innovative approach, innovative supply chain management is evaluated within the scope of an enterprise operating in the fashion industry for a ready-to-wear enterprise in the Marmara Region and solution suggestions are presented. For the purpose of the study, the design, production, supply, distribution, sales and feedback processes of the enterprise within the scope of innovative sustainable supply chain are evaluated. SWOT and quality management equipment are planned to be used as tools in the evaluation process. As a result of the evaluation, it is aimed to identify the problems in the sustainable supply chain and to find the reasons for these problems and to offer solutions to the problems.

Keywords – Enterprise, Innovative Approach, Sustainable Supply Chain Management

I. INTRODUCTION

Supply chain management has emerged in order to manage all units effectively and efficiently. The process that includes the activities of selecting, bringing together and managing the factors that make up the supply chain correctly constitutes supply chain management. Its main purpose is to ensure that the highest quality service is provided at low cost (Alzoubi, et al., 2020; Yiğit, 2015). The supply chain covers the entire process from the moment the product is produced until it reaches the end consumer. The supply chain, in the simplest terms, is the transportation of the product or service

by the producer of the product or service to the consumer. Supply chain management makes it easier for companies with sector partnerships to compete with other companies in the same sector. It offers applications that increase earnings such as communication in raw material procurement and feedback from customers. Supply chains are always complex because they require businesses to seek effective ways to address multiple sustainability challenges at various upstream and downstream channel levels to meet the needs of each individual business, while at the same time making improvements in the overall sustainability

performance of entire supply chains. Procurement includes functions such as determining the need, selecting a supplier, evaluating price and other conditions, and realizing the delivery (Gedik, 2021; Gedikli, 2006; see Figure 1).

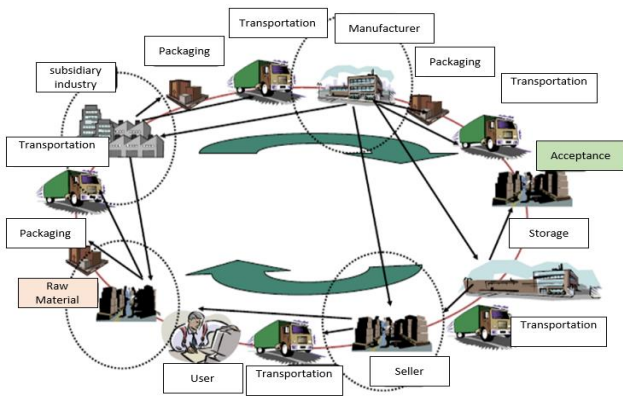


Fig. 1 Components of Supply Chain (Teigen, 1997)

Due to the importance of the supply chain, companies are constantly trying to bring innovations and improvements in this regard. As a result of these innovations and improvements, the concept of sustainable supply chain has entered the literature in recent years. Sustainable supply chains involve the instant notification of information about the product to everyone at every stage in order to maintain the integrity of all elements in the supply chain and to strengthen communication between supply chain elements (Tedarik Zinciri Yönetimi Nedir, 2023; Muchaendepi et al., 2019).

Sustainable supply chain management integration requires stakeholder integration capability, leadership support, a sustainability strategy and appropriate performance measures, investment in human resources and skills development. Close supplier relationships with all suppliers at all levels support sustainable supply chain management integration (Gültekin and Deste, 2021).

Beske et al. (2014) examined the food industry with the criteria of sustainable supply chain management and dynamic capabilities. They analyzed the literature on sustainable food supply chains by content analysis method.

This is due to the fact that the 2001 Zimbabwe Procurement Act requires sustainability components to help ensure sustainable supply chain management, rendering the task of implementation difficult. By examining the challenges to the adoption of sustainable supply chain management throughout the Zimbabwean mining industry, the

research filled in the gaps (Muchaendepi et al., 2019; Gatari, 2014).

According to Chelangat et al., 2015, who wrote on the difficulties in implementing environmentally friendly purchasing in Kenya's manufacturing industry, the organizational framework had a favorable impact on the adoption of green activities. The implementation of sustainable supply chain management in the mining industry is made more difficult by this. To get beyond this obstacle, the foundation of the company and its services must be changed in a way that encourages staff engagement in fresh capacities and allows for the emergence of various types of skill-sharing and interpersonal relationships (Chelangat et al., 2015; Gatari, 2014). The goal of this research of Ngunjiri was to assess the variables influencing how Green Public Procurement was implemented in the Laikipia County administration. The implementation of green public procurement was the dependent variable, while the study's direction was determined by the understanding gap and consumers' perceptions of environmentally friendly goods as independent factors. In the present study, a descriptive study methodology was used (Ngunjiri, 2019).

II. MATERIALS AND METHOD

A. Innovative Supply Chain:

If Innovative Supply Chain fulfills a specific standard of customer service, supply chain management refers to the integration of supplier, manufacturer, and warehouse activities to reduce the cost of the entire supply chain system. Supply chain management is composed of five essential components: planning, buying, manufacturing, distribution, and returns. Companies build a supply chain that is distinct from their rivals and more responsive to consumer demands by innovating in all or part of these five components through creative supply chain management. As a result, they have more brand equity and are able to compete with other businesses (Çalışkan et al., 2016; Yükcü and Gönen, 2008, Stadtler and Christoph, 2000). Recently, the structure of the fashion and apparel industry has been shifting towards the concept of fast fashion, which aims to offer the customer a wider variety of options by adding intermediate seasons to existing seasons. In this way, lower prices are offered to the customer, increasing sales volumes, profits and brand awareness. In this study,

the researchers propose a model to be applied in the fast fashion sector that reveals the relationship between agility and flexibility dimensions of the supply chain and firm performance model developed (Çalışkan et al., 2016).

The primary components of sustainable supply chain management in international supply chains will be summarized in this paper. By offering executives of the target enterprises worldwide supply chains guidance for enhancing long-term results in their supply chains, the study also promotes to operation (Koberg and Longoni, 2019). Global Supply chains (GSCs) are supply chains which span international boundaries. The distribution of focal enterprises throughout different nations, the location of manufacturing facilities overseas, or the use of suppliers from outside are therefore characteristics of GSCs (Caniato et al., 2013). As focal organizations want to secure a competitive edge by hiring capable, affordable suppliers situated all over the world, the latter has risen quickly as a result of globalization (Gereffi and Lee, 2014).

B. Fashion Design in Apparel Industry

Given that a long time ago, supply chain management (SCM) and operational academics have been interested in the fashion business (Christopher et al., 2004; Bruce et al., 2004; Lowson et al., 1999).

The transformation of the design of clothing into a pattern that comes in a variety of sizes is a crucial step in the garment-making process. Patterns can't just be consistently scaled up or down from a basic template since the human body's proportions alter as weight fluctuates. A traditionally highly skilled occupation, pattern creation. Fashion design is an applied art that focuses on creating apparel and lifestyle items that reflect the cultural and social trends of the time in which they are produced. Fashion designers' laudably stunning diversity has caused a commotion in this realm of glitz. The fashion business has always embraced fresh talent that gives rise to tomorrow's rising stars. An essential phase in the clothing-making process is the conversion of the fashion plan into a piece of fabric with various dimensions. Since the human body's percentages change as weight varies, arrangements cannot simply be continuously increased or decreased from a basic template. Pattern making is a profession that frequently requires extraordinary

ability. Fashion design is a practiced art that focuses on producing clothing and lifestyle goods that accurately capture the social and cultural trends of the era in which they are produced. The commendably astounding range of fashion producers has stirred up some controversy. For a long time, the fashion industry has welcomed new talent, helping to develop the stars of tomorrow (Fashion design and manufacturing, 2023; Designers: The Gods of Fashion Industry, 2023).

The billions of pieces of clothes, shoes, and decorations that people buy each year are a result of the work of fashion designers. Designers in fashion who collaborate for clothing producers or retailers provide designs towards the mass marketplace. The gorgeous, quirky, amusing, stupid, and frequently costly clothing we witness marching down catwalks twice a year is made by fashion designers. For men, women, and children, designers in fashion develop and develop clothes as well as footwear. Colour, appearance, space, lines, patterning silhouettes, form, proportion, balance, concentration or center of gravity, patterns, and harmonization are all integrated into the design of clothes. Each of them enhances the clothing's aesthetic appeal and psychological ease. In order to enhance the wearer's form, principles of illusion can be used in clothing design (Davis, 1996). Manufacturers must include utility, or multifunctionality, into their products because consumers expect the clothing, they purchase to be suitable for a variety of end uses and wear circumstances. The manner in which many functionalities, including appearance preservation, durability, convenience, handling, and tailorability may be improved in clothing are covered in this the text (Designers: The Gods of Fashion Industry, 2023; Hunter, 2011).

Primitive people pioneered farming and hunting with the use of tools, converting the resources that they harvested from nature into groceries, clothing, and other necessities they required to live. The main purpose of clothing is to aid in keeping individuals living through shielding our bodies from the elements. Making clothes is one of the oldest professions. Without much hesitation, one may state that the origins of the garment business are at least as old as those of agriculture. Several breakthroughs made possible by digital technology, including laser cutting, 3D printing, robotics, artificial intelligence, and other advancements, have revolutionized the fashion industry. With the advent

of computer-aided design (CAD) and computer-aided manufacturing (CAM), fashion creativity and manufacturing have improved significantly. Everything from cotton weaving selections to designs for sizing, digital printing, laser cutting and embroidered equipments are now completely computerized (The evolution of fashion design and manufacturing, 2023).

Comprises directive in apparel layout, accessory architecture, men's, women's, and children's wear fashion, flat arrangement design, automated technology design and manufacturing, concept organizing, developing in particular supplies, labour and cost evaluation, the history of fashion, fabric creativity and the printing process, and the principles of leadership and businesses in the fashion business (Fashion Apparel Design Major, 2023).

The components of its interconnected framework are often evaluated in order to develop the notion of sustainable supply chain management (SSCM). Sustainability and supply chain management (SCM) are included in SSCM's overall paradigm. The investigation makes use of the aspects of the theoretical model to investigate and quantify how lenient the overall practical consequences in this business are. Through doing that way, it adds to the body of research by fusing theory and practice with support from actual fast fashion supply networks (Turker and Altuntas, 2014; Seuring and Müller, 2008).

The transformation of the design of clothing into a layout that comes in a variety of sizes is a crucial step in the garment-making process. Patterns can't just be consistently scaled up or down from a basic template since the human body's proportions alter as weight fluctuates. A generally highly competent occupation, pattern creation. Fashion design is an applied art that focuses on creating apparel and lifestyle items that reflect the cultural and social trends of the time in which they are produced. Fashion designers' laudably stunning diversity has caused a commotion in this realm of glitz. The fashion business has always embraced fresh talent that gives rise to the following day's rising stars. The initial components may be supplied from several geographical regions, each with its own set of sustainable criteria and ramifications. Fashion businesses, for example, can purchase sustainable cotton that requires less water and time to produce; but they may be genetically modified, which raises

another sustainability and ethical dilemma. As a result, fashion manufacturers must provide explicit guidelines to designers on the selection of sustainable materials. Meanwhile, producers must determine if the source of environmentally friendly supplies fulfils the brands' and developers' aesthetic demands (Fung et al., 2020).

The researchers provide a paradigm, the *classification branch* approach, founded on recent developments in theory and experimental instances for implementing a targeted approach to Supply Chain Management (SCM) that produces a SC strategic fragmentation depending on three factors: goods, the company's image and commerce network (Brun and Castelli 2008).

Manufacturing range of motion, strategic flexibility, and supply chain (SC) adaptability are all important aspects of business effectiveness. Through an empirical examination of a few chosen industry experts, a theoretical basis for their claims was created and evaluated. The method of structural equation modelling was used to examine data from a sample of 141 clothing manufacturers. The findings show that supply chain adaptability is favourably influenced by both flexibility in strategy and production adaptability. Nevertheless, flexibility in manufacturing has little effect on a business's success, although strategic adaptation does. Additionally, the benefits of both strategy and manufacturing opportunities on company performance are significantly mediated by agility in the SC. The results of this research contribute to the comprehension of supply chain management, having an emphasis on supply chain agility in the garment manufacturing sector. The current studies attempt to close the gap by investigating the views of fashion companies in the expanding Asian marketplace, with primary manufacturing operations located in China or other nations in the area. This recyclable paper seeks to investigate the feasibility of carrying out a portfolio of SC approaches in the apparel sector based on the specific variables which influence concurrence in this environment, including product features (which could include pointed to as *goods'* in subsequent sections for straightforwardness), retail transmit structure and positioning of the brand (Chan et al., 2017).

C. Innovative Supply Chain Management of ABC Company in Fashion Industry

From a design point of view, expensive shops can be rented because of the lack of advertising and discounted sales. Store supervisors report to headquarters every day and provide information on street trends. They copy high quality products to recombine with products or outsource trendy products to avoid design time and cost. It applies a tripartite design and order management model where designers, market staff and purchasing staff are in contact. The very short design time shortens the output of the new product, and even if the product sells well, variations in colour and texture are made when it is reproduced. visit major fashion kingdoms, while stores use feedback to learn fashion features that are in demand by customers. Thus, using push-pull design mode. This ensures that the product that the customer wants is produced. The company encourages innovation in product design and is gradually moving towards a bespoke production model. In terms of transportation, it controls its distribution network using a system it developed in-house. Finally, unlike other garment companies that set up logistics stations, the company distributes directly from distribution centers to stores, thus saving time while avoiding large-scale storage and loading costs. The company ensures the accuracy of purchasing by checking sales, inventory, purchasing plan and production plan information with a system established within the company.

Thanks to this system, it can receive instant feedback. Thanks to the systems used by companies, the company can focus on its core business while determining the best route to ensure timely supply and distribution (see Figure 2). In addition to low price and high-quality competitiveness, the company also improves control and professionalism. Supply Defects are minimized by ensuring that factories generally produce a single product. Logistics costs are reduced by choosing expensive locations in the Far East but cheaper in Europe. For Sales, Marketing and Satisfaction, Store managers report to headquarters every day and provide information on street trends. The short design time shortens the release of a new product, and even if the product sells well, differences in colour and texture are made when it is produced again. Unlike its competitors, all business outlets are owned, leased and used to avoid the disadvantage of

lack of operating funds. Increasing product cost increases the price of the product and makes it difficult to compete with its competitors. its supply chain emphasizes speed and lacks innovation in product design innovation, innovative procurement method, innovative marketing strategy.

III. RESULTS

Impacts of Insufficiently Innovative Supply Chain Management

Within the scope of the application part of the study, the following issues are considered to have significance when examining the Effects of Inadequate Innovative Supply Chain Management of ABC business in the fashion industry. This management System of ABC Business is presented in Figure 2.

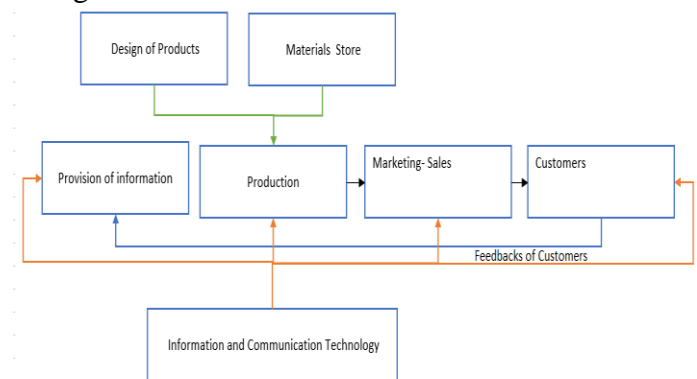


Fig. 2. Innovative Supply Chain Management of ABC Business

When products lack innovation, customer loyalty and satisfaction decline, so that profits are made as much as they used to be. Excess inventory and declining profit margins lead to a stagnant cycle in marketing. On behalf of the views of author, Realistic Impacts of Innovative Supply Chain Management are listed as below; (i) *In the context of innovation, product quality is an important element:* Product quality should be considered in the first stage of product design. On the one hand, the design team must innovate the product while meeting the basic needs of customers, and on the other hand, the design team must ensure the quality and material of the fabric. Secondly, in the procurement and production stage, it should establish a stable supplier system, realize long-term strategic cooperation with suppliers, carry out information sharing and monitor the quality of products, and reduce communication costs. Finally, it should establish a monitoring system and audit suppliers, where each fabric will be subjected to a

strict inspection system to prevent the production of poor-quality products. (ii) *Another important aspect is Cost Control for the products produced by the enterprise:* Cheap labour should be utilized and production cost should be reduced. Flexible pricing should be made according to the changes of consumer groups, according to their consumption levels, taking into account the consumption psychology between men and women. (iii) *New Marketing Strategy and Orderly Expansion also fall under the innovative approach in supply chain management:* Marketing innovation creates a star effect and efficiency effect instead of the hunger marketing that is being erased. regular expansion should be done by checking all store operations, closing inefficient stores and then analysing the market and considering the operational conditions of the business. (iv) *Continuous and sustainable improvement and innovation are important for the sustainability and innovation of the supply chain.* Continuous innovation in the supply chain should take into account the cultural characteristics of the market, participate in international fashion events, innovate in design and take into account consumer needs. To increase customer satisfaction and loyalty, online and physical store sales should be linked before and after sales.

Typically communicating, opportunities and threats are more dependent on the external surroundings than are strengths and weaknesses, which are more dependent on their internal surroundings. The following is how this ABC Business' SWOT (Strengths, Weaknesses, Opportunities, Threats) evaluation in fashion industry due to Sustainable Supply Chain management on Innovative approach is displayed.

(i) *Strengths Factors:* Differentiation of needs, Managers knowledgeable and supportive of sustainability supply chain, Streamlined and uncomplicated management, Technological production facilities, Strong information flow between stations, One-to-one communication with customers.

(ii) *Weaknesses Factors:* Slow flow of information between processes, Necessity to follow competitors, Various problems and malfunctions in the production facility, Various problems in shipment timing, Possibility of interruptions in the system, Customer instability in the ordering Process.

(iii) *Opportunities Factors:* The technology used is up-to-date, Improves fabric quality; improves worker safety; saves energy and water, , Stable and regular production flow.

(iv) *Threats Factors:* Lower Profit Level, Loss of Customers, Improper implementation, customer dissatisfaction, competitor products, insufficient resources

IV. CONCLUSION

Overlooking the SWOT analysis of a study on the marketing of slow fashion, supportable fashion and ecological style can enrich to expand the apprehension of the effects of the examination.

The stability of such an examination could contain: The progressing condition for sustainable fashion among consumers; The accelerating unavailability of sustainable fashion selections; The eventuality for slow fashion to produce jobs and appropriate the frugality; The positive environmental impact of slow fashion. Supply chain operation invention is a nonstop process. One-way inventions aren't enough for the development, progression and profitability of the establishment. First and foremost, fast fashion businesses should formulate the client at the center, pay attention to the cost and quality of products and not calculate solely on the speed advantage of the force chain to respond to the request. In addition, ultramodern and technological implements should be employed in product design, product marketing strategy should be proceeded, force chain operation should be constantly renewed to acclimatize to fleetly changing request demand, to produce unique competitiveness, and to reduce the threat of force chain reiteration.

ACKNOWLEDGMENT

I want to express thankfulness to the business leaders, staff members, and specialists who provided me with helpful information throughout the investigation's components.

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