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Innovation and Entrepreneurship for Supply Chain Management & Logistics

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ABSTRACT: This paper provides a review of the relevant factors for achieving performance as an entrepreneur in the position of supply chain manager. Findings from recent literature suggests that at least five factors play a major role in entrepreneurial supply chain management competence, namely innovation orientation, risk-taking characteristics, pro-activeness orientation, relational capital, and coordination capability. Several potential causes of business failure are also identified, including lack of planification and problems with the suppliers. A careful consideration of the practical implications of these findings may help supply chain managers improve the performance of their business

KEYWORDS: supply chain management, innovation and entrepreneurship.

I. INTRODUCTION

This paper provides a comprehensive review of the key factors influencing entrepreneurial performance in the role of a supply chain manager, specifically through the lens of degree-level study. Recent literature identifies five critical components in developing entrepreneurial supply chain management competence: innovation orientation, risk-taking characteristics, pro-activeness orientation, relational capital, and coordination capability. Examining these factors at the academic level enables students to bridge theory and practice, equipping them to understand and address practical challenges in supply chain management. Furthermore, common causes of business failure—such as insufficient planning and supplier-related problems—are analysed, with the intention that degree-level learners can apply these insights to enhance business outcomes.

Entrepreneurship is broadly defined, with a widely accepted description from Harvard Business School as “the pursuit of opportunity beyond resources controlled” [1-6]. For students at the degree level, this definition is more than theoretical; it forms the basis for developing the mind-set and skills essential for entrepreneurial success. Academic programs encourage a deep dive into the meaning of “pursuit”—emphasizing perseverance, strategic action, and adaptability in dynamic business environments. Students are taught to identify and analyse market opportunities, make evidence-based decisions, and respond swiftly to change. The curriculum also covers the importance of targeting niche markets and leveraging theoretical frameworks to understand market needs. Social and financial constraints are discussed, with students learning to optimize limited resources through strategic planning and resource management, all within the context of effective leadership and decision-making

In transforming raw materials into consumer products, the entrepreneur’s focus on supply chain management is paramount. Degree-level coursework illustrates that supply chain management extends to inbound and outbound logistics, warehousing, inventory control, sourcing, procurement, forecasting, production planning, order processing, and customer service [7]. Students are engaged in both theoretical understanding and practical application of these areas through case studies, simulations, and hands-on projects. Mastery of these competencies is positioned as essential for aspiring entrepreneurs seeking to deliver consistent value and achieve a competitive edge.

From an academic perspective, entrepreneurs are characterized as individuals who take calculated risks to exploit opportunities. Degree programs train students to refine judgment, foster innovation, and allocate resources effectively. Success is explored through multiple lenses: financial (e.g., ROI, financial goal achievement, supplier payment compliance), customer (e.g., satisfaction, loyalty), internal business (e.g., sustainability, strategic growth, product quality, stakeholder

satisfaction), and lifestyle (e.g., personal fulfilment, work-life balance, social recognition). These dimensions are analysed through coursework and projects, enabling students to set realistic, multifaceted goals for entrepreneurial achievement.

Research consistently points to five factors underpinning entrepreneurial competence in supply chain management: innovation orientation, risk-taking, pro-activeness, relational capital, and coordination capability [1]. Degree-level education highlights communication as the thread connecting these competencies. Students are trained to develop robust communication strategies with both suppliers and customers, recognizing that effective communication fosters trust, long-term relationships, and strategic innovation. Through academic projects and experiential learning, students gain practical skills that are directly transferable to real-world supply chain challenges.

In summary, examining entrepreneurial supply chain management from a degree-level perspective equips students with the analytical tools, practical skills, and strategic mind-set necessary to excel as future supply chain managers and entrepreneurs.

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