

**Role of Marketing in the Promotion and Reputation of Global Supply Chain
Networks**

M.Sc. in Procurement, logistic and Supply Chain Management

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Date: 30 May 2019

Dedications

This project is dedicated to my supervisor, family members for their endless support and encouragement throughout this journey. These people always stood by my side and encouraged me and literally spent many nights by my side to ensure that I completed a task whenever I was exhausted. The love and passion that they show in everything I do have kept me going until this day. Thanks to a great support team.

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Abstract

The online marketing business has increased the ratio of digital economy with the help of complex worldwide supply chain networks. Global supply chain network developments have expanded the assets and properties of online marketing businesses that have played a major role in improving the services of production of e-commerce business. The main objective of the research was to explore the strategies of developing effective global supply chain network that are helpful for online marketing and to identify the importance of online marketing in improving the value and importance of supply chain network management. In this prevailaint study, the qualitative method of research would be adopted and the importance of using an appropriate research method in a study. This would help the researcher to evaluate and investigate the aims and objectives of the study clearly The qualitative research methods found that online marketing has increased the scope of the supply chain network system. Additionally, it is essential for increasing the revenue of business Furthermore, an effective global network system should be able to eliminate excess human resource and extra gaps between each operation steps. Since the world has become a global village, it is not impossible for a native of Australia to get something that is made in USA. To fortify these needs of the consumers all around the world it is therefore policies and improvements are required in the supply chain network of the businesses.

CHAPTER 1: INTRODUCTION

1.1 Research Background

In the modern world, supply chain networks strategy and its impact on online marketing are very massive that every company has become a technology company with providing online services, products, goods that drive the smartest new processes and new opportunities along the entire supply chain (Armstrong et al., 2015). Besides, every company in every industry needs a simple digital approach or online marketing source to build a pragmatic vision for its digital supply chain strategy to spread it globally. In addition, Christopher (2016) claimed that global supply chain networks influence online marketing businesses as it reduces the risks for the distinct business, minimizes the delays in services, produces shipping opportunities, improves customer services and helps in maintaining the value of the business to stay on top of the demand of customers.

On the other hand, according to the study of Hugos (2018), the online marketing business has increased the ratio of the digital economy with the help of global supply chain networks. For instance, blogs writings, social media marketing, email marketing and SEO. However, everything has become digitalized and online marketing businesses have made the world connected with the sources of global supply chain networks. Besides, Monczka et al. (2018) stated that this change has influenced the online marketing businesses and has influenced the processes and business systems necessary to maintain competitiveness in global supply chain networks. In other words, this has changed our methods of design, planning, manufacturing, transport, and management of our products and merchandise (Mangan, 2016).

Furthermore, in the previous years, online marketing businesses reformed their supply chain networks rarely, frequently in response to a substantial variation in procedures encouraged by a union or achievement, the framework of a new invention, or a change in sales outlines (Fredendall, 2016). However, in today' world, online market businesses change aspects initiative primary productions to observe supply chain networks design more often. In addition, global supply chain networks developments have enlarged the assets and properties of online marketing businesses that have played a major role in improving the services of production of online companies (Stadtler, 2015).

Moreover, as per the study of Fahimnia et al. (2015), online marketing business reduces purchase expenses as the resellers highly demand the effective supply chain companies to avoid

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overstocking. In addition, Heizer et al. (2017) asserted that online marketing business reduces the production expenses as the effective supply chain management network help producers transport materials to the association to escape deficiencies of supplies, which may leads to the disruption of manufactures.

As per the study of Sarafan et al. (2019), an overview of online supply chain networks management on how to manage inside and outside of the higher and lower business communities, including material and relationships, information and business flows is that the online marketing intelligence supply chain networks is a value-based network that uses this new approach with methods and techniques and information analysis to provide value and benefits.

In addition, the online supply chain networks entail greater responsibility for data availability and better collaboration, flexibility, and efficiency (Shaharuddin et al., 2019). Besides, the major role of the online supply chain networks is to increase efficiency, a volume of information, eliminate losses and increase profitability (Butt et al., 2019). Furthermore, the company's online supply chain networks increase the need for mobile, products, people, property, and reduces and consumables costs by actively responding to production and transportation risks at any time. According to Paksoy et al., (2019), the potential benefits of fully recognized online supply chain networks include savings in every area, from time and money, assets, to discounted environmental impacts.

Furthermore, online marketing raises questions about how we are included in the business base (Blossey et al., 2019). Preferably, the online supply chain networks have a phase close to real-time monitoring of joint projects with customers, inventory levels, equipment, transit sites and using ESTA information to help improve and design overall efficiency (Tseng et al., 2019). An online network can significantly reduce costs, increase product availability, proportionally by providing key technologies for creating inaccessible or unknown information for new markets (Levering and Vos, 2019).

As per the study of Russell and Swanson (2019), online marketing is frequently seen as a tool for SCM, which offers opportunities for organisations. In addition, Alora and Barua (2019) demonstrate that a supply chain network could provide a variety of services in outbound freight contracts for the global distribution of services and goods. However, in the case of the team, people frequently claim that it was done in a temporary budget. Therefore, it can be assumed that:

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SCM activity leads to greater overall efficiency as Russell and Swanson (2019) provide an overview of the management of the supply chain networks. In contrast, the main activities include transportation, customer service, inventory management, order processing, and information flow. In addition to this, auxiliary activities include procurement, manufacturing, handling, storage, protective packaging and information services, and operations cooperation. Besides, in the management of the online supply chain networks the activities that involve the customer service, purchases, and product planning and inventory management. Regarding the proposed position, it was suggested that

- H1a: Global efficiency.
- H1b: Greater overall efficiency.
- H1c: The global effectiveness of online marketing.
- H1d: The overall effect is greater.
- H1e: Customer service can increase the overall efficiency of global supply chain networks.
- H1f: Planning can improve overall performance.
- H1g: High efficiency.

According to Salah and Rahim (2019), as a strategic supply chain networks management tool, online marketing is increasingly popular. In addition, online marketing and supply chain networks management is a conceptual concept and is a network development strategy (Perez-Perez et al., 2019). There is no limit on how much it could be used as Xiao et al. (2019) believes that online marketing and supply chain networks management would continue to exist in the global market.

As per the study of Lanier et al. (2019) online marketing involves a variety of applications in the supply chain networks network, and its impact is great. It provides more supply chain networks with clarity, precision, and understanding that interpret into a broader contextual analysis throughout the supply chain networks. For instance, Amazon uses supply chain networks to track, protect and monitor 1.5 billion projects in its inventory, installs about 200 operations centers around the world and, therefore, predicts planned products in its analytical forecasts when customers buy products and they are sent to the warehouse next to them with final destination (Shaharuddin et al., 2019).

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In addition, Gandhi and Vasudeyan (2019) asserted that Wal-Mart manages more than one million customers who trade more each hour and generates 2.5 PB of data (approximately 1015 bytes per 1 PB) of transactions with clients every hour. Besides, if Wal-Mart works at the radio frequency identification project (RFID) level, it is expected to generate 7 terabytes of data per day (1 terabyte is approximately 1012 bytes). Also, in its cargo segment, UPS telematics has contributed to the overall modernisation of the supply chain networks and logistics network.

As per the study of Wei et al., (2019), successful companies should adopt various creative effective online marketing strategies into their business operations. In addition, the online network marketing strategy they use has a very effective reputation and in recent decades the United States and the world have significantly increased their popularity in the field of online marketing and supply chain networks (Kumar et al., 2019). For instance, the Warren Buffett Company of Berkshire Hathaway recently activated online marketing when it acquired the Pampered Chef and ran the online marketing company (Moraes et al., 2019).

In addition to this, the success in Online marketing in the household goods sector, was presented by AOL Time Warner, whose parent company earn more than 1 million euros a year (Levering and Vos, 2019). Furthermore, online marketing has surpassed the US coast and highly demanded globally. Moreover, Li et al. (2019) demonstrate that this American-style online marketing model is known as a model that has been proven by many companies. Also, the Japanese economy was new for organisations and other structures. However, proportionally in China, the largest market in the world, several companies, and many stores have entered the online marketing market and started developing their global supply chain networks (Shaharuddin et al., 2019).

Moreover, the introduction of new products is a growth strategy for many organisations, but to achieve success requires a well-planned supply chain (Gopal and Priya 2019). In addition, new products have the same success as the supply chain, which creates, transports and delivers products. Besides, Xiao et al., (2019) asserted that, through the use of logistics partners of the digital supply network (DSN), the collaboration of customers and suppliers has contributed to the launch of new products.

Paksoy et al., (2019) asserted that the supply chain networks play a key role in the development of new products since the efficiency of the supply chain determine capital investment, production and distribution capacities, and proportionally launch dates. The visibility

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of the entire supply chain opens communication and collaboration and helps managers identify barriers that may delay the launch of new products (Gopal et al., 2019).

In addition to this, a company that successfully creates an end-to-end online supply chain would gain a competitive advantage from market industry in competition and would be capable to establish or at least effect procedural values for its private sector (Castaneda et al., 2019). In addition, the benefits are not restricted to greater efficiency of creating supply chain networks. However, the real objective is to produce numerous innovative sources and models of income that would be open to the online supply chain market.

1.2 Problem Statement

The reason for conducting this research is that the consumers are not satisfied with the online marketing supply chain networks as the tracking codes are not properly provided to them due to which they face difficulties in purchasing online merchandises. Therefore, this research will highlight the role of online marketing in creating global supply chain networks and will ascertain the strategies of emerging global supply chain networks.

1.3 Research Aim and Objectives

The aim of this study is to explore the strategies of developing effective global supply chain network that is helpful for online marketing and to identify the importance of online marketing and determination of the strategies that could enhance the significance of global supply chain networks.

1.4 Research Objectives

- To determine the strategies that enhance the reputation of global supply chain networks
- To determine significance of supply chain networks.
- To critically evaluate the role of online marketing in brand recognition of global supply chain networks.
- To make SMART recommendations for stakeholders.

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1.5 Research Significance

This research will be helpful for online marketing suppliers and digital marketers because this study will determine the role of online marketing in emerging global supply chain networks. In addition, it will be useful for the supply chain organisations, as this study will highlight the strategies of effective supply chain networks that are beneficial for online marketing. Furthermore, this research will be beneficial for researches working in the field of management sciences.

Literature Appraisal Strategy

Inclusion Criteria	Exclusion Criteria
Literature published in English	Publication of literature in a different language
Research studies focusing on evidence of the effectiveness in the role of marketing in the promotion of supply chain management globally.	Research studies not focusing on evidence of the effectiveness of marketing in the supply chain network.
Should include keywords: Supply Chain, Challenges to supply chain, Marketing and supply chain, Global Supply chain, merits and demerits of global supply chain and management.	Literature does not include keywords: Logistics, approaches to supply chain management.
Literature published between 2015-2019.	Literature that has been published before 2015

CHAPTER 2: LITERATURE REVIEW

2.1 Overview

According to Kladou and Mavragani (2015), global supply chains networks provide opportunities for collaboration on product lifecycle and supply chain management. In addition, online marketing creates an environment in which information and processes can be managed simultaneously in an extended supply chain. In addition, Cobb et al. (2015) stated that the role of online marketing in creating global supply chain networks is more connected, intellectual, delicate and projecting.

This allows online companies to manage customer-facing processes and provide customized products designed and delivered for the first time. However, online companies around the world that are increasingly facing the problem of insufficient resources serve demanding customers in the supply chain network. In other words, in order to win the digital economy, reconsideration the creation, planning, delivery and operation of the assets is a necessity for successful supply chain networks (McCormack and Johnson 2016).

On the other hand, Kozlenkova et al. (2015) asserted that global supply chain networks create a variety of factors, such as cheap labour, geographical proximity and their impact on services and accessibility, with the impact of language, technology, and complexity barriers, has created a completely new network of supply chain that has a vast role in online marketing. Other reasons of global supply chain networks that play a significant role in online marketing include delivery and customs issues, inventory visibility issues, immediacy and flexibility, role in determining the best network and instability and reliability, cultural issues, and politics related to the local government. However, the barriers may include the impact of long-distance transit time on inventory and ownership costs on other links in the supply chain network (Wu et al., 2016).

Furthermore, with respect to the study done by Mazzarol (2015), online marketing business evaluates the strengths and shortcomings of the supply chain network to meet the convenience and reliability of local or coastal economic suppliers looking for suppliers from low-cost countries. In contrast, Korpela et al. (2017) demonstrate that if online marketing business does not perform an overall assessment of global resources in their supply chain networks, their new suppliers may be the only ones to benefit from the agreement. For instance, many online marketing businesses that grow through acquisitions maintain a wide range of manufacturing facilities around the world, some of which are redundant or inefficient. In other

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words, in such circumstances, online marketing business companies must optimize or simplify their supply chain networks to reduce the number of sites that can serve the global marketplace (Baldwin and Lopez- Gonzalez 2015).

Moreover, as per the study of Usui et al. (2017), online marketing companies are also beginning to realize that supply chain networks are critical to the effective functioning of international business strategies. Subsequently, online marketing companies are beginning to develop business strategies and supply chain networks. However, in the past, a supply chain strategy has been developed and is therefore organized across the marketing businesses, with different departments that work independently to implement this strategy globally (Stevens and Johnson, 2016).

Likewise, it has been stated by Richey et al. (2016) that the online marketing company highly develops the infrastructure with supply chain networks such as modern interstate highway system, an extensive rail network, many modern ports and airports, etc. can quickly and cheaply trade many products to businesses and consumers. Besides, supply chain network experts design, manage all supply chains in the community and manage information about transportation, storage, inventory management, packaging and logistics (Fahimnia et al. 2015). As a result, there is a huge role in online marketing in global supply chain networks as it increases the business value of the products and serves the consumers globally.

2.2 Strategies for Developing Supply Chain Networks

To succeed in the online supply chain networks, there are various strategies that need to be followed by online marketers. For instance, customer orientation is a strategy in which customers need a new experience (Shaharuddin et al., 2019; Seuring et al., 2019; Xiao et al., 2019 and Yildiz Cankaya and Sezen 2019). An example of this strategy is the Omni Channel' sales strategy which raises the bar by ordering goods and services. Customers can order products on any device, anytime, anywhere. However, online companies must change business processes to ensure that services are developed at the same level, planning, distributing and producing these products.

In addition, one of the personalized wholesale sizes is another strategy in which the online companies must be ready to sell in the market with the advancement of the client, as the

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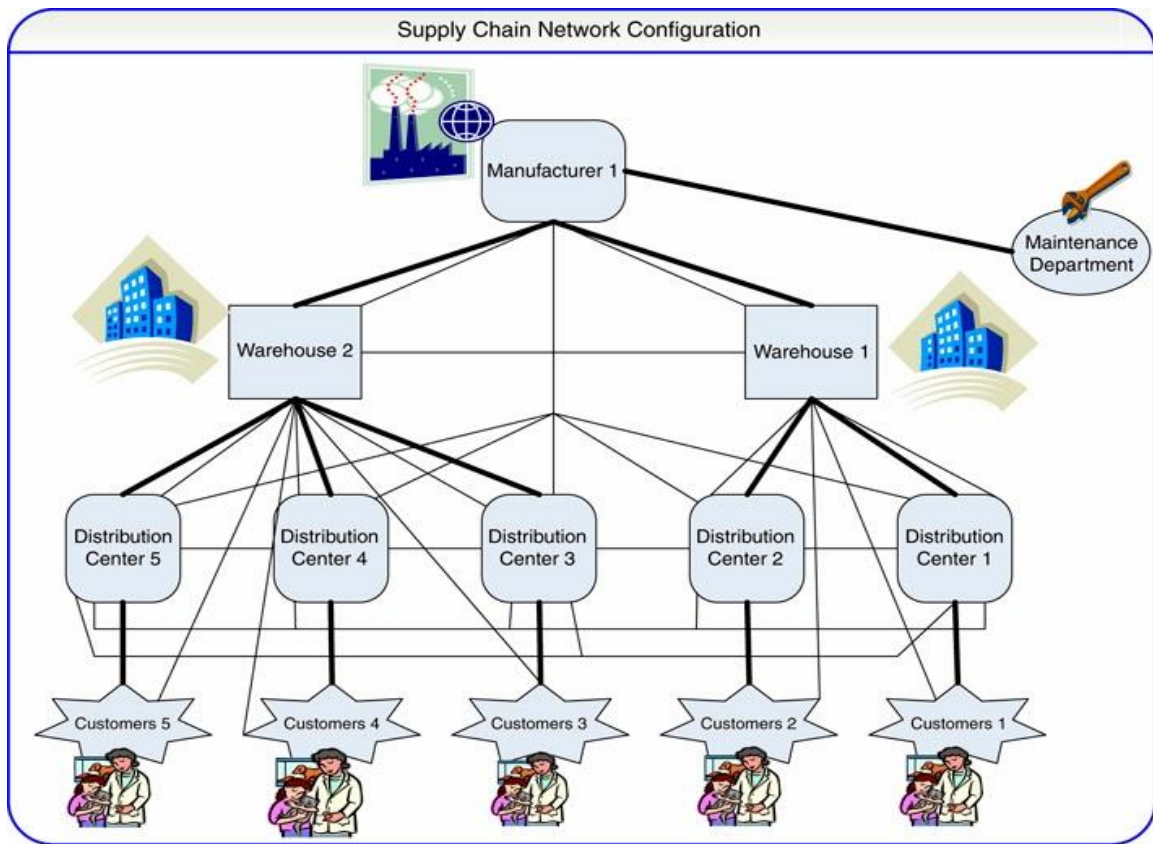
key element for the client is the distribution of production, design and individualisation products. The design process should provide an adequate batch size to support the delivery and production process, which favourably supports all real configurations and the planning, production and combination processes for smaller and more frequent shipment.

The position of the focal company in relation to the boundaries of the network structure. The center of the network structure can be shifted towards the suppliers, when the focal company is located closer to the beginning of the primary source of supply, closer to the final consumer, and also located in the middle between the starting and ending points of all chains (Xiao et al., 2019). For example, the center of value supplies, the focus of which the company is engaged in the supply of agricultural products, will be shifted to the left and located closer to the initial producer (farm). If a company engaged in the provision of services, such as the security business, is considered as a focal company, then the center of this supply price will be shifted to the right, closer to the final consumer (Reddy and Das, 2019).

However, there are two types of network structures developed by the companies, Vertical network structure, and Horizontal network structure. It characterizes the number of levels of suppliers and consumers in the supply chain (Brannen, 2017). Obviously, the more levels in the supply chain, the longer it is, and, conversely, the lower the levels, the shorter it is. For example, a supply chain may consist of an initial supplier, a focal company and an end customer, and thus have only a first-level supplier and consumer. Or the supply chain may consist of suppliers or consumers of several levels. For example, the supplier of the focal company and the initial supplier, which is the supplier of the supplier of the focal company (Flick, 2015). In contrast, horizontal network structure. It is determined by the number of suppliers or consumers at each level. The supply chain may have a narrow horizontal structure with a small number of companies at each level or a wide horizontal structure when there are many suppliers or consumers at each level (Cuervo-Cazurra et al., 2017).

Traditional Supply Chain Marketing

Fig. 1



Source: (Baldwin, 2015)

Fig. 2



Source: (Castañeda, 2019)

Furthermore, Li et al. (2019), Lanier et al. (2019) and Sarafan et al. (2019) asserted that the sharing economy is based on the supply chain networks network of the online companies. When online companies expand around the world, proper execution in the corporate supply chain networks network implies the ability to distinguish between victory and failure. And, these supply chain networks would be those in which successful online companies collaborate, develop and innovate, a platform with speed and size. For example, online companies are 50% more likely to increase their profits and salt higher than their counterparts. Also, automated collaboration with suppliers can increase efficiency by 50%. Online companies must focus on receptive demand and transform their linear supply chain networks into a network of needs previously focused on customer choices and marketing values (Russell and Swanson, 2019).

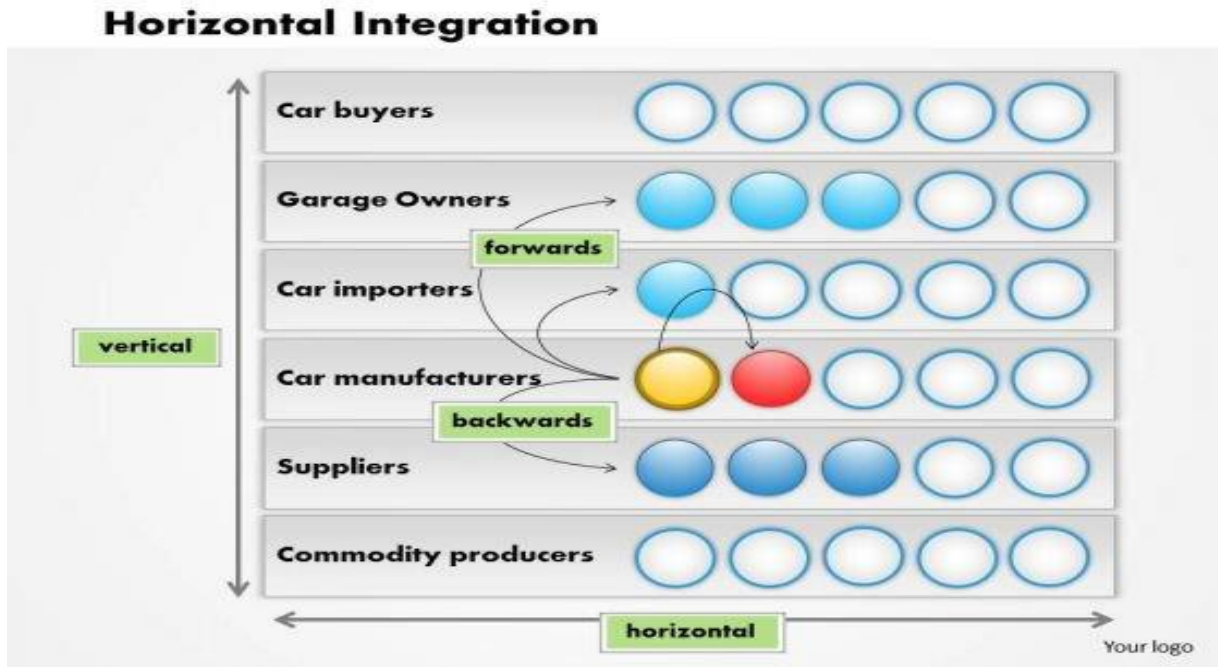
In addition, to reduce the scarcity of resources and sustainable development, the sustainable development is no longer a rethinking of the responsibility of a social enterprise solving the problem of global resources (Xiao et al., 2019). Besides, the shortage of ability is one of the main priorities for modern online companies as sustainable development includes design and innovations processes that provide sustainable products for the market (Li et al., 2019). On the other hand, the supply chain networks network manages overall product management and

product safety requirements throughout the product life cycle and monitors and supervises solutions to ensure that the completed product has a good quality material (Sarafan et al., 2019).

2.3 Importance of Supply Chain Networks

The rapid growth of the marketplace, the toughening of competition, the demand for improving the features of services provided to consumer that pose new opportunities and challenges for companies. In order to retain competitiveness and improve its advantages, new business organisations need to enhance all the processes of constructing value in the supply chain from the supply of raw materials to the after sales service of the final consumer (Taylor et al., 2015). To resolve these issues, the leadership of many advanced businesses is in turning to solutions provided by SCM. The financial crisis has shown how important is the capability of companies not only to cut the costs but also to determine new innovative solutions to preserve the stability of supply chains in difficult and poorly predictable macroeconomic conditions (Fletcher, 2017). Those firms that were able to correctly assess the situation and time to adapt to new rails of integration and coordination of both internal business processes and relationships with counterparties in the supply chain, could not only maintain their positions but also achieve significant results in improving competitiveness and strengthening market positions (Hickson, 2016).

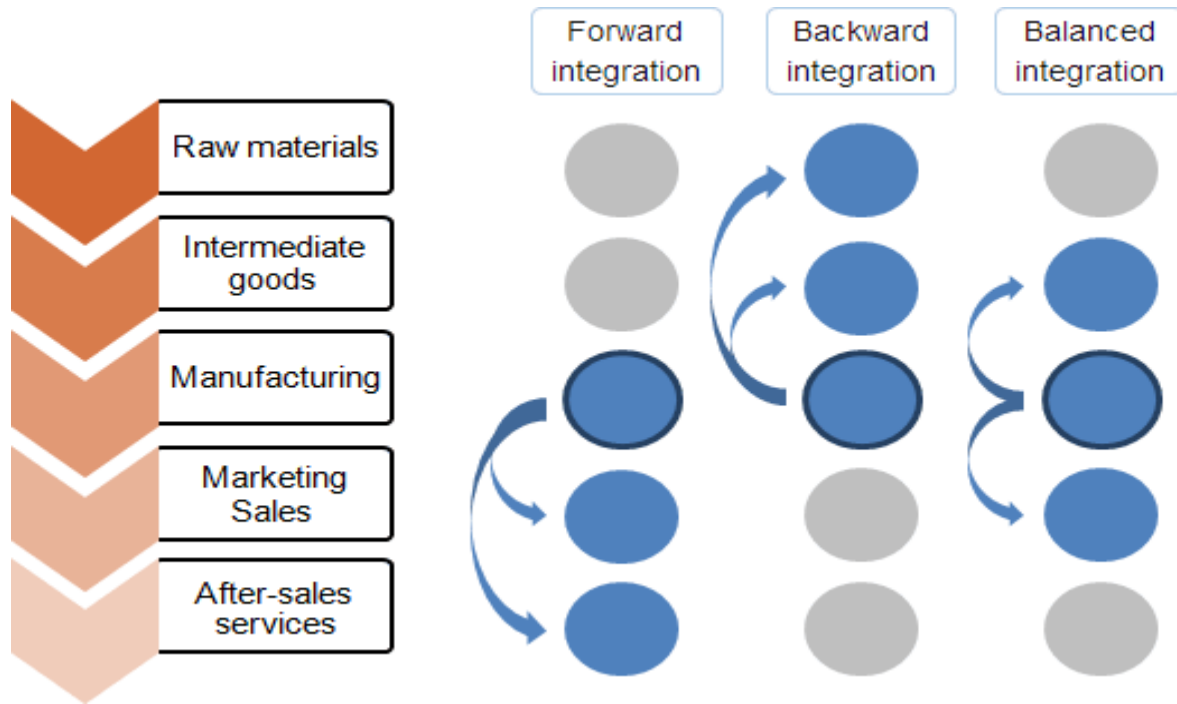
Fig. 3



Source: (Baldwin, 2015)

Many enterprises engaged in various activities or involved in many parallel supply chains are faced with the task of rationally horizontal integration of such links in the value chain for customers. Horizontal integration is applicable where synergy from linking processes produces better results than isolated execution of activities within functional areas (Alora and Barua, 2019). For example, the successful companies Siemens and 3M have recognized the potentials of partial, carefully selected associations of activities of various supply chains and are making great efforts to realize them. Companies that are already at the stage of product development and market selection provide for the subsequent requirements of day-to-day integration and coordination of activities in the supply chain can achieve better results than those that work without coordinating different levels of activity (Christopher, 2016).

Fig. 4



Source: (Attia, 2017)

2.4 Supply Chain Networks Management (SCM) Organisations

SCM organisations are immersed in online marketing, therefore Lanier et al., (2019) confirm that commercial and online companies accumulate additional online services, which allows them to realize what they are providing to the customers. On the other hand, as per the study of Gopal et al., (2019), the online supply chain is a global market network based on the capabilities of online marketing. In addition, the online supply chain networks has equipment to monitor customer interactions with products, real-time inventory levels, equipment and suppliers positions, and uses this information to plan and execute higher levels of overall performance (Castaneda et al., 2019; Gong et al., 2019; Reddy and Das, 2019; Tseng et al., 2019 and Moraes et al., 2019).

Furthermore, online supply chain networks technology allows to gradually change the performance of some companies over challenging areas (Russell and Swanson, 2019). Amazon, for instance, provides customers with a sprint button, a device with online access that spends

basic expenses without having to log in to clean diapers, detergents, etc. (Levering and Vos, 2019; Duong et al., 2019; Zsidisn and Henke, 2019; Lawson et al., 2019 and Engin et al., 2019). In other words, online marketing includes all elements of the organisation, as well as the supply chain networks and working models Sharma et al., (2019), Wei et al., (2019), Alora and Barua (2019) and Monsreal et al., (2019).

Today, technologies based on GPS, location sensors, RFID and wireless networks allow online companies to transform their existing hybrid structure (IT support and paper portfolio) into an open, collaborative and flexible approach. In contrast, Online Model is the hybrid model of the supply chain networks, which leads to an inaccessible information, an inflexible organisational structure and collaborative relationships with partners, the online supply chain networks provides automated organisational flexibility, management of the company's online assets and business processes (Lawson et al., 2019).

The overall objective of the ESTA study is to thoroughly examine the gaps in online marketing and supply chain networks management, technologies, link records and useful knowledge in supply chain networks applications managed by transport, retail centers and trade distribution. In addition, the use of online supply chain networks is observed in many areas, including finance, retail, manufacturing, pharmaceuticals, multimedia communications and logistics (Gopal and Priya 2019; Van der Laan, 2019; Butt et al., 2019 and Kumar et al., 2019). Researchers Xiao (2019) seeks to discover unique dimensions of online marketing and uncover the potential benefits of supply chain networks management (SCM). However, supply chain networks managers need to effectively integrate online marketing strategies in order to improve the profitability and efficiency of a company (Shaharuddin et al., 2019).

2.5 The Importance of Online Marketing

Online marketing, which refers to the promotion of products and services through the internet, has been mainly a direct distribution strategy to promote products or services from the business to the consumer by managing business relationships between distributors and consumers (Castaneda et al., 2019). Furthermore, Seuring (2019) demonstrate that an online marketing strategy is integrated into a complex structure in which a production organisation decides to distribute its products to its customers through a complex network of distributors. This happens through selective groups, usually outside the dynamic employees of the company

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including distributors, associates, and partners, who sell products and services directly to consumers and receive those (Gong et al., 2019).

In addition, these sub-distributors can create independent business operation networks, known as multilevel or descending organisational structures, which recruit, educate and motivate others to replicate their efforts (Castaneda et al., 2019). Moreover, the products are sold mainly through fixed points of sale, homes, personal contacts, and product demonstrations. With the online marketing's growing popularity, some retailers and company representatives use products from the online market and work with companies specializing in the creation of leads using proven systems (Yildiz Cankaya and Sezen, 2019).

Furthermore, online marketing is also known as global direct marketing that can be defined as an industry that is growing fast successfully (Russell and Swanson, 2019). As per the study of Li et al., (2019), in 2007, in the direct sales sector, total sales amounted to \$30.8 billion, of which approximately 15 million were involved in this sector. Besides, individual marketing between distributors and customers has been considered key to online marketing (Xiao et al., 2019). Moreover, most people prefer to buy what they know, love and trust. In other words, online marketing is an excellent example of this concept.

In addition, people are more willing to buy their products from local distributors including friends, neighbors, branches, colleagues, members of the church and social clubs. However, instead of a non-personal corporate office or a corporate sales office, online marketing promotes an individual approach to sales and purchases between sellers and buyers. Research shows that about 74% of Americans choose direct sales. Therefore, this exceeds the number of purchases through third party such as shop on TV (Castaneda et al., 2019).

Further, people seem to attach great importance to the products offered through direct sales channels. Direct sales are more commonly used as an alternative way instead of traditional marketing. With economic growth, deceleration and stagnation in traditional market, the expansion of catalogues and online sales channels, many companies use direct sales to stimulate economic growth (Linear et al., 2019). Furthermore, when new marketing strategies emerge such as viral marketing and integration with social networks, the goal of online marketing is to use connections and relationships with consumers to maximize the impact.

In addition, it offers an economic advantage. According to Kumar et al. (2019), certain costs for the maintenance of the channel, such as profits, surcharges, and commissions for

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organisations involved in the supply stream. The reduction or elimination of intermediaries in the supply operation networks to obtain more profits would be the final objective of the producers and traders, as from the upstream of the distribution process, it increases profits by reducing the number of intermediates or sub-distributors. Although online merchants claim that their channels have been effective at preventing traditional market such as retailers, but research shows that it has not been a complete economic distribution channel. However, it still provide opportunity for producers, since it offers higher prices to producers compared with traditional retailers.

According to Gopal et al. (2019), the way to attract more consumers is to build capital requirements and promote cash flow. For example, Mary Kay Cosmetics recommends that their clients have at least \$ 600, and to support their clients \$ 3,000. In addition, Amway require its distributors to store stock (at least 3 to 8 weeks) and prepay its products, generated large cash flow from its operations (Kumar et. al., 2019), some e-commerce website also require corporate resellers to make guarantee deposit especially for luxury products.

According to research conducted by Li et al. (2019), online marketing offers more control and faster actions in supply chain networks. Organisations can implement technology applications to monitor stock level, arrange physical distribution of products. Online customer service and email make distribution operations more convenient. As a result, communication becomes faster and efficient, allowing new and faster ones to introduce new products to customers through distributors in the supply chain networks. In addition, compared to traditional retail stores, online marketing contributes to the rapid introduction of products, sales, quick delivery, after-sales services, and return policy.

Russell and Swanson (2019) demonstrated in the research study that online marketing also offers sales, support market penetration and consequently improve market share. Further, it indicates that online marketing companies can drive increased growth because they can attract consumers by advertising the products, specifically through online platforms. In addition, the close relationships that online marketing specialists are concentrating and developing with clients can improve the efforts and concentration actions of certain social groups, such as religious or ethics group. The study shows that Amway's online sales operation in Malaysia have become quite powerful in minority communities than in other groups.

Furthermore, the unique nature of an intercultural appeal in online marketing channels is another essential point to build universal appeal of business organisation. Amway's strategy

achieved significant success in Japan due to the expansion of family relationships and constant intimacy, which seems to be particularly suitable for the online marketing approach adopted by the company. In addition, there was a retail revolution in countries like Japan (Levering and Vos, 2019; Duong et al., 2019; Zsidisn and Henke, 2019; Lawson et al., 2019 and Engin et al., 2019). In the labour market, more Japanese women work, which leads to a reduction in the number of hours of purchase and the purchase of young people for more goods, depending on their credibility. In addition, various people are willing to try new methods of purchase, such as direct marketing, and several people are looking for the convenience of buying at home.

According to Gopal and Priya (2019), the entrepreneurial spirit fostered by online marketing seems to attract many people interested in self-employment outside the traditional business environment. Many middle-aged Japanese managers in other countries around the world have been trying to work independently of typical employer-employee relationships, and have been exploring their own self-government to explore unconventional business and marketing. The network offers real opportunities within this area.

For the purpose to achieve the sustainability of global supply chain networks, organisations should integrate various effective marketing strategies along with the whole distribution operation system, such as IT applications.

2.6The Importance of Supply Chain Networks Management

Supply chain networks management for effective supply or sustainability has been focused on several organisations. This particularly focused on their structures, activities, and functions, which have been integrated into the production process and the supply of sustainable and efficient products and services. An effective organisation must focus on the good performance of traditional gains and losses and the concepts of productivity expansion, including social and environmental aspects. This is referred to as a triple bottom line in the supply chain networks (Lawson et al., 2019).

According to the literature on sustainable development and supply chain networks management, a triple sum of three main factors are current best practices, supply chain networks strategy and integration (Li et al., 2019). Many studies shows that nowadays more organisations put effort on environmental performance to maintain its sustainability, subsequently improve its universal appeal (Xiao et al., 2019). A positive relationship was found between TQM, JIT and

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the environmental results. In addition, key practices for sustainable supply chain networks management include collaboration among supply chain networks actors and collaboration with suppliers and certification.

In addition, the cooperative behaviour of suppliers and consumers can improve sustainable supply chain networks (Castaneda et al., 2019). Also, some methods include promoting the behaviour of stimulating supplier collaboration to reduce the risk of new joint methods that attempt to provide the supply chain networks with the necessary strength (Gopal and Priya, 2019). The points needed has been to train other suppliers within the supply chain networks. Supplier certification demonstrates a high level of quality, which is another good practice to promote the sustainable management of the supply chain networks (Sharma et al., 2019).

Furthermore, the strategy of the supply chain networks has been directly influencing the sustainability of the supply chain networks. Literary research have shown that eccentric visualisation of the realisation of the objective and the importance of sustainable development means that the organisation has been well adapted to its social and natural environment (Kumar et al., 2019). This would allow organisations to include non-governmental institutions, groups, and institutions of the community. Moreover, it sometimes includes competitors that have traditionally been neglected. Collaboration among actors, which includes non-traditional members of the distribution networks, improves the sustainability of supply chain networks.

In addition, innovation as ideal strategic plan would also increase sustainability (Gopal et al., 2019). The companies can improve the level of service by creating innovative ideas. For example, when the company has been dedicated to the sale of chemical products management services, they also can provide some additional services such as product design, provide delivery services and waste disposal services. Therefore, the supply chain networks have been like a member of a new and mutually beneficial affinity partner that works together to improve the sustainability of the global supply chain networks (Li et al., 2019).

Another element of sustainable development improves the objective of the sustainability of the supply chain networks, the practice, and integration of daily business relations for the management of supply chain networks. According to Linear et al. (2019), sustainability has been the responsibility of each person. Companies demonstrate a positive attitude towards the environment, they become quite sustainable. In addition, senior management must demonstrate

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that as a positive attitude towards sustainable development, this has been achieved as a firm commitment to a written environmental policy (Xiao et al., 2019). Effective planning for better management of the supply chain networks would show that the specific behaviour of the measurement process and the expected results lead to a link between the high efficiency of this site and the employee.

According to Sharma et al., (2019), this would motivate employees to increase productivity and move towards sustainable goals and processes. Similarly, it was demonstrated that the products' improvement and processes to eliminate or reduce contamination improves the performance of the plant. This was initiated with the fact that a total commitment to the development achievements in the supply chain networks was guaranteed (Reddy and Das, 2019). It can be an advanced and oriented redesign of products and processes that lead to sustainability. Furthermore, if the motivation has been adequately involved inappropriate and attractive rewards, sustainability helps to evaluate who can obtain cooperation (Levering and Vos, 2019). Consequently, along with the sustainability of online marketing or effective management of the supply chain networks, they can be integrated by the organisation to achieve positive results, customer satisfaction and loyalty (Castaneda et al., 2019; Gong et al., 2019 and Zsidisn and Henke, 2019).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Philosophy

According to the current research study, the theoretical perspective related to the research should be made clear in the start of research. This will help readers to understand the assumptions and ground rules that have been made/done in the research study. The main purpose of the current study is to deliver proper understanding towards the readers. It has been seen that there are three types of research methods applied in any study to conduct the research. The research methods include qualitative, quantitative and mixed methods. However, the discussion to the differences between these methods have also been briefly discussed in the literature review.

According to Brannen 2017, the method of qualitative research focuses on behaviors, opinions, characteristics and answers to a research question. Whereas, there are certain methods, which are used for qualitative research that involves observations and group interviews and focus groups (Attia and Edge, 2017). The method allows researchers to discover a subject and focus on a small group of people. In addition, the researcher can conduct data collection from interviews, understand the research subject by analysing data, whereas researchers should stand in the main position to analyse the topics (Brannen, 2017). Inversely, the collection of data through quantitative research will be always in numerical (Bresler and Stake, 2017). In addition, quantitative research is used to broadly analyse and collect the opinions from the huge group of particular individuals (Clandinin et al., 2017).

Furthermore, the primary stage of the quantitative research is to control the sampling design of research, then collect the data with appropriate methods including surveys (Cuervo-Cazurra et al., 2017). Furthermore, the mixed method is a mixture of qualitative and quantitative methods (Fletcher, 2017). In mixed methods, the data is collected through both the research methods i.e. quantitative and qualitative (Flick, 2015). In addition, mixed method design is used in a study when a particular subject area is not covered with a single research method, therefore mixed method helps in bringing the appropriate and clear outcomes of the study (Hickson, 2016).

In the current study, the qualitative method of research is adopted and the significance of using an appropriate research method in a study. This helps researcher to evaluate and investigate the aims and objectives of the study clearly (Bresler, 2017). However, the alignment of qualitative data can be a challenge due to different data collection procedures. The complexity

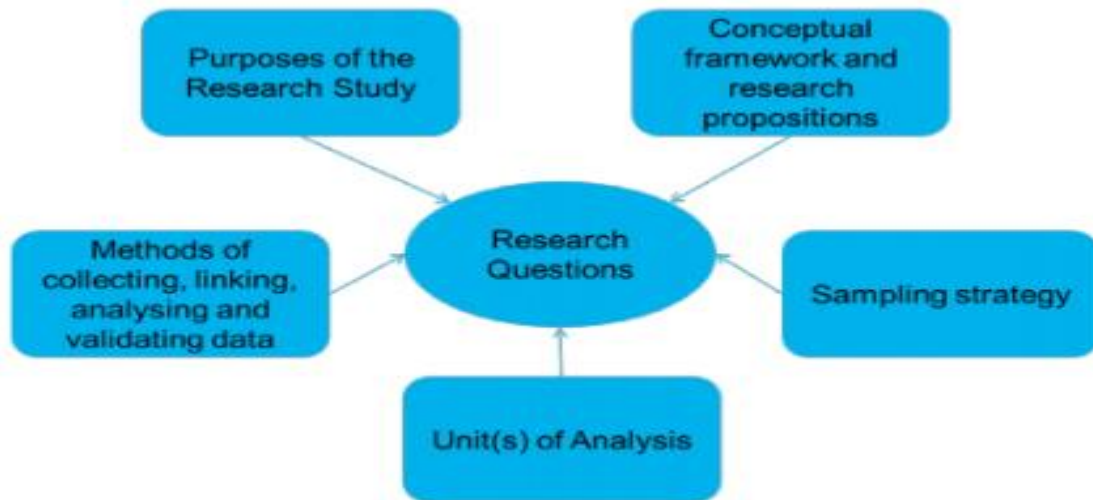
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occurs while constructing investigation and difficulties for making the data comparable. Therefore, the applied research method need to tightly align and collect the different data types at minimal time gaps. However, the qualitative research method provides detailed opinions, facts and underlying reasons for the distinct research area (Flick, 2018). Since a qualitative method is helpful in delivering comprehensive data, therefore, the qualitative method used for this research study to explore the strategies of creating global supply chains for online marketing and to identify the role of online marketing in developing global supply chain networks.

3.2 Research Design

A research design indicates the framework of the gathered and analysed data for the current study. It also represents a link between the research questions, the empirical data and as well as the conclusions of the research study (Bresler, 2017). According to the scholars, it has been seen that research design is also influenced by the own preferences of investigators.

Fig. 5



Source: (Bresler, 2017)

According to the Flick 2018, framework that is demonstrate for the current study is suggested in following ways.

3.3 Research Questions

1. What are the strategies that enhance the reputation of global supply chain?

2. What are the role of online marketing in brand recognition of global supply chain?

3.4 Purpose of Research Study

The essential purpose of the current study is to achieve the sustainability of global supply chain networks (Bresler, 2017). Therefore, organisations should integrate several strategies that are effective for marketing along with the whole distribution operation system, such as IT applications.

3.5 Research Proposition

The framework for the current study was already been presented above in research design. However, the case study of the related research investigators articulates the variables and the ways of relation with each other in preposition (Brannen, 2017). On the other hand, the prepositions are based on the framework and are expected to redirect the attention of researchers to the questions.

3.6 Sampling and Population

As suggested by Hickson 2016, a process of questions will be used in a form of questionnaire. Therefore, the significant themes and questions are made in advance which remains open to change the form or sequence of the questions based on the answers (Kumar, 2019). Whereas, it is one of the flexible approach which allows the researcher to drop the question and add new one that based on the specific knowledge of interviewees. Still, it ensures that similar areas of information are collected from each interviewee.

Furthermore, there are several interviewees with differing knowledge and experiences, which are used to generate learning from diverse perspectives (Kumar, 2019). However, it is the aim of investigators to be directed to the current phenomenon of study in extended way. In order for establishing the critical relation with the participants of research study, and to collect, multiple perspectives to reduce the potential for responses of socially desired. Since, this research study focuses on the role of online marketing in global supply chains networks, therefore, the target population will include sales managers and marketing managers that are involved in supplying online merchandises (Noci, 2019). In addition, purposive sampling will be applied in this research study.

3.7 Sampling Strategy

It is impractical to collect data from every single person in a population; therefore, a sample, which is representative of the larger population, has to be selected (Noci, 2019). The author follows different sampling strategies depending on the research method: The expert interviews were conducted based on a nonprobability sampling. The researcher deliberately targets the interview participants. Thereby the size of the sample depends on three factors: The available resources, the aim for the study and the statistical quality needed.

3.8 Data Analysis

The data collected by interviews will be transcribed and will be evaluated thematically by allocating and describing the data into themes, producing primary codes, pointing themes and appraising the themes to produce the outcomes. In qualitative research, one of the most common forms of analysis is thematic analysis. It emphasizes the precise positioning, inspection, and registration of models or themes in the data (Fletcher, 2017). In addition, words are a paradigm of models that are important for such a description of a phenomenon and are associated with specific research questions (Flick, 2015). The analysis of the subject is considered a general term for many different methods and not as a separate method. Besides, the different versions of the argument analysis are based on different philosophical and conceptual hypotheses and differ in terms of procedures (Hickson, 2016).

In addition to this, the analysis of the topic themes is used for qualitative research, with special attention to the consideration of the topics in the data (Kumar, 2019). This approach emphasizes the organisation and rich description of the data set. Similarly, as per the study of (Silverman, 2016), the analysis of a topic is not only the calculation of a sentence or word in a text but also the identification of ideas implicit and explicit in the data. As per the study of Smith (2015), the coding is done before interpreting the code before confirming the data. Furthermore, the development of the subject of the source data at important points and the coding could include the comparison of the frequency of the subject, the subject is determined in case of co-occurrence and graphically displayed between the different subjects. Most researchers Weik & Lang (2016) and Brannen (2017) believe that thematic analysis is a very useful way to identify the complexity of a data set.

On the other hand, once the data collection is completed, the researcher must begin to decode the data in written text (Bresler and Stake, 2017). As Kumar (2019) demonstrate that, the transcription of data is important for the reliability of the analysis. These transcripts can come from television programs, interviews, and presentations. Also, data transcription standards must be established before the start of the transcription phase to ensure high reliability (Ledford & Gast, 2018). As per the study of Mackey & Gass (2015) and Silverman (2016), inconsistent transcription can lead to errors in data analysis, and it is difficult to identify it later in the analysis process. However, Taylor et al. (2015) asserted that the transcription protocol must clearly indicate the transcription criteria and the introduction of a comment as an abbreviated element must indicate a change of voice. At this stage, it is especially important to use non-verbal language and verbal discussions to better understand the meaning of the data (Weik and Lang, 2016).

3.9 Data Collection

According to the current study Quinlan et al. (2019) elaborates that collecting research information, there are two important sources, which help in carrying out the effects of expertise, including additional and essential sources. In addition, significant information includes a scientist's research method using key sources such as collections, surveys, and polls (Silverman, 2016). In any case, supporting information includes past exams the creators have also conducted additional sources that include books, diaries, research articles, articles (Smith, 2015).

Furthermore, various sources used to collect information that are basic to under a specific research topic (Weik and Lang et al., 2016). Author's uses information from different databases, it is easier for analysts to gather information and make discoveries of expertise identified with points and research objectives. Moreover, it relies on the scientist to select any access point to collect information, or he / she can also use both sources (Taylor et al., 2015). In the process of thinking about this study will be an important source, for example, an interview. Five semi-organized meetings will be accepted; three project managers and two advertising managers who give administrations to promote on the Internet. The meetings will evaluate and decide on the methodologies used by directors and sales representatives to create global inventory systems. In addition, by leading meetings, a specialist will comprehend a certain branch of knowledge in a reasonable and detailed way (Brannen, 2017).

3.10 Research Ethics

In the current study, every research has been made accordingly to the topic which is selected. The references in this study are properly cited without copyright violation. The interviewees with participants will be held with the permission of the respondents, and the speakers will not be in the accompanying phase of the research process. In addition, the nature of the respondents and personal details will be kept secret. According to Weik and Lang (2016) and Mackey and Gass (2015), research to the current study regularly involves coordinating people from different foundations, including from different societies, institutions and orders, for example, subsequently, for example, the moral character should be expanded, for example : duty, universal respect and trust. For example, numerous standards of moral research, such as copyright rules, patent strategies, creators, information sale agreements and corresponding rules for appraisal companies, are designed to protect the interests of people who are looking for profit by expanding cooperation at a comparable level. The foundation stage at which numerous researchers obtain their information and do not need their ideas to be accepted or randomly disclosed (Taylor et al., 2015). Thus, it is important for a scientist, to follow all moral considerations when considering this question, otherwise it will not matter.

According to a study by Bresler and Steak (2017), Ledford, and Gast (2018), it is important for professionals to understand their obligations in relation to how moral research is shaped. The analyst must investigate moral behavior and reports, including how it is performed, and apply these research morals in his research procedure, wherever it matters (Quinlan et al., 2019). The specialist must perceive the ebb and flow that affect the details of moral reflection on the exam (Kumar, 2019).

CHAPTER FOUR: DATA ANALYSIS

Do you believe that supply chain networks have really increased its' importance in international businesses?

The research initially investigates the interviewees about the importance of supply chain networks within internationalized businesses. Upon answering, two of the participant R1 and R3 stated that supply chain integration into international businesses has undeniable success to the performance. They further mentioned that supply chain cost is a decrease in the business. More than 50% of business due to the supply chain to be standalone operations. While two of the other interviewees R2 and R4 further mentioned that 79 percent of the international businesses have shown high performance in growth and annual revenue due to the effective supply chain measures. On the other hand, the remaining of the respondent R5 also added that the supply chain greatly contributes to business effectiveness and reduce the chances of corporate failure.

Do you think that supply chain strategies can support effective functioning of international businesses?

The respondent R2 and R5 said that effective strategies could improve the profitability and operational efficiency. In business planning and sources is an essential part as well as delivering. Remaining of the two respondent R1 and R3 stated that proper strategy gives a better idea, reduce cost improved shorter delivery time, decline goods decay and improve customer services. On the other, hand the respondent R4 said that better strategy could support in the economic environment, technological development, and current regulation in the market and competing organisation in international marketing. Furthermore, it can also improve the way a company activates globally is by transforming basic external and internal actors.

Do you think that online businesses have direct impact on using supply chain strategies?

One of the respondent R1 stated that it could increase the accessibility of market size, they can sell their goods, and services in worldwide.it could reduce a transaction cost as the punchers. While the other interviewees R2 and R5 stated that, the power of the internet reduced intermediaries' power and direct link with customers. Furthermore, the other participant R3 and R4 said that it reduces the cost of buying by providing supply chain followers fast access to

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evidence about sources, accessibility, technical data and pricing, and the procurement is more efficient because it is a source of identified to more quickly. Transaction procurement cost is declined.

How do you think the development of supply chain strategies can provide the beneficial results?

The two interviewees R1 and R2 stated that the outcome is, to improve product and material flow. Companies are able to identify accurate demand and sales forecasting and on the behalf of the information, companies improve the quality and quantity of the product. Meanwhile, the other two participants R3 and R5 said that it supports an increase relationship and collaboration between the stakeholder and support to the improvement of visibility into the accurate generation of the supply chain through the past reports and transactions. The strong relationship with a supplier to enhance the overall productivity. The R4 participant stated the beneficial result is that it enhance the financial flow. Campiness creates more seize new markets opportunities by optimizing the product, financial flow, and information.

What technologies do you prefer that needs to be integrated while developing the supply chain strategies?

Upon answering, the two interviewees R2 and R5 stated that supplier's management and inventory optimisation is the best technology because supplier management is online services and supplier management is to confirm that all contracts with the suppliers to help the need of the business. While the other participants R1 and R 4 stated that product and service processing is the best technology to developing supply chain management. Because it is useful technology it provides the best facilities, deliver services and support a product. The remaining one of the participant stated R3 that channel support activities because it gives business advice, assist prices and ordering assistance.

“The significance of online marketing in supply chain increases the profitability” Do you agree or disagree with this statement.

The two interviewees R1 and R4 stated that they agree with the statement they said supply chain relate with the sales and nowadays people more aware with the internet and it is easily available so it generates the sales and the more sales generate the more profitability could be gain. Other two participants R2 and R3 stated that they both do not agree there is no

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significant impact with the online marketing in supply chain profitability. They said that most of the people do not have online access. Therefore, campiness cannot generate profits. The R5 respondent is neutral.

What supply chain management practices you integrate in practical work?

The research investigates the interviewees about how supply chain management practices can integrate into practical work. The two interviewees R1 and R2 stated that it might clear strategy and efficiency about the functioning. It makes an appropriate staff or well-trained staff that will give more productivity and efficiency. Meanwhile, the other two interviewees R3 and R4 said that it gives an output regarding maintaining a healthy supplier relationship because both parties work with together and increase the number of suppliers and buyers. In addition, strong collaboration in strategic sources. The R5 respondent said that it reduces the risk through regular reviews. It optimizes the inventory because inventory is money, which is held on the shelves. So on a daily basis review optimize an inventory amount. The research investigates the interviewees about store experience after effective supply chain management measures. Upon answering, all participant stated it is more beneficial as comparing the before stores performance and growth increased and the number of suppliers was increased. Quality of services improved. Expenses and cost were reduced.

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding
1. Supply Chain Integration	Emergence and efficiency of supply chain strategies.	Increasing number in the consumers and increasing the demand for Highly effective supply chain policies for timely deliveries.
2. Effective functioning of business	Online Supply Chain Facilitation	
3. Online Business impact on		

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supply chain strategies		
<p>4. Increase in revenue due to supply chain.</p> <p>5. Supplier's management and inventory, optimisation is the best technology</p>	<p>Supply chain and inventory development.</p>	<p>Significant improvement in time management and cost reduction.</p>
<p>6. Online Marketing increases profitability</p> <p>7. a healthy supplier relationship promotes collation sources.</p>	<p>Online Supply Chain fortifying supplier relationship.</p>	
<p>8. Viral marketing and integration with social networks. Store had experienced potential benefits.</p>	<p>Social Media and IT integrated network marketing.</p>	<p>Marketing techniques have influenced significantly in the sales.</p>

CHAPTER 5: DISCUSSION ON FINDINGS

Theme#1: Policies of Supply Chain Network

Companies have adopted many approaches to facilitate their customers. Such as, online services, which requires a well-designed strategy to make the availability of the products at the customer's chosen destination. Therefore, it requires huge planning and well distribution process to fulfill the needs of customers and to manufacture these products (Alora and Barua, 2019). Along with this, interviewees also confirmed that strategies play a vital role to facilitate the customers and planning is required for the process.

In addition to this interviewees also described the importance of online business in the supply chain network. *"It is explained that online businesses have increased the profitability of the supply chain management companies because online businesses are not possible without the well-designed supply chain network (Respondent No. 1)."* Along with this, companies who run online businesses, they must have a good network that could help the company to facilitate the customers. Online companies collaborate with supply chain companies. The companies can also innovate and implement a service-oriented strategy and provide more than the traditional minimum level of service. The company has been dedicated to the sale of chemical products management services. In contrast, interviewees also agreed that *"supply chain network manages the production of products and its safety requirements throughout the whole process (Respondent no. 2)."*

Furthermore, it was confirmed by the participants that *"Supply chain strategies have played a great role in international business as well. As, it has increased the exports for the international businesses and has facilitated them to make the availability of their products worldwide (Respondent No. 5)."* In a nutshell, supply chain network strategies play a crucial role in the business. The strategy of the supply chain networks has a great impact on the sustainability of the supply chain networks. Studies also showed that unconventional visualisation and realisation of the objective and the importance of sustainable development means that the organisation has well adapted to the social and its natural environment.

Theme#2: Role of Marketing in Supply Chain Network

Marketing has played a vital role in the supply chain network. Online companies have emphasized the high demand for management and analysis of extended supply chain networks. Online marketing plays a very important role in several solutions related to supply chain networks and logistics businesses. Russell and Swanson (2019), explained that online companies must focus on receptive demand and transform their linear supply chain networks into a network of needs previously focused on customer choices and marketing values.

However, online marketing has also played a very important role in providing several solutions related to supply chain networks and logistics businesses (Christopher, 2016). Furthermore, interviewees also agreed that, “*Online marketing has boosted the awareness of the products in the market as many customers are purchasing the products through online shopping Respondent No. 4).*” Most companies are promoting their products online through social media and other websites as well. Additionally, it was also described by the participants that strong networks of logistics are required for providing services to the customers as they want for their online shopping. Along with this, it has played an important role in international businesses as well for increasing their profitability. As it has reduced the transportation barriers among the countries.

Furthermore, the goal of online marketing is to use connections and relationships with consumers to maximize the impact, when new marketing strategies emerge such as viral marketing and integration with social networks (Engin et al., 2019). In addition to that, it delivers the economic benefits too by reducing the costs of the companies for the maintenance of channel such as profits, surcharges, and commissions for the channel members of the network system. Interviewees agreed that eliminating the intermediaries and other distribution channels through supply chain network has reduced the costs of companies and it has increased the profits because customers cannot bargain over the prices through the online system.

(Ko, 2017).

It has a universal appeal and has been suitable for all the cultures. Several people are ready to try new methods of purchase, such as direct marketing, and some people are looking for the convenience of buying at home.

Theme#3: Supply Chain Management associations

Technology has allowed a gradual change for the companies in some challenging areas. Technology such as GPS, RFID, wireless network and location sensors has allowed the companies for transformation from their hybrid structures to adapt the collaborative, open and flexible approach (Mangan et al., 2016). A hybrid model of supply chain network created the inflexibility among organisations and it created the inaccessible information for the customers as well. However, supply chain management organisations provided an ease to the companies to adopt the flexibility and make the information available for customers around the globe.

Moreover, through online marketing customers are accessing the information whenever they want and where ever they want to access the information (Johanson, 2015)

. It was suggested by the interviewees as well that in the interview questions in the appendix, supply chain management companies have provided ease to the technological companies to increase their profits by introducing the online purchasing system on their websites.

Theme#4: Significance of Supply Chain Networks Management

Studies have shown that there is a link between the best existing practices in supply chain networks management and environmental performance and practice (Xiao et al., 2019). Collaboration between the supply chain network actors and collaboration with suppliers and certification is the key practice for sustainable supply chain networks management. The points needed has been to train other suppliers within the supply chain networks. Furthermore, it was confirmed by the interviewees in the appendix that this will encourage representatives to increase efficiency and achieve real goals and procedures. In addition, it has been researched by Deng (2017) that improving the elements and procedures for eliminating or reducing pollution improves plant visibility. It all started with the fact that for the achievements in the network inventory systems was assigned absolute responsibility.

Supplier certification demonstrated a high level of quality, which is considered as another good practice to promote the sustainable management of the supply chain networks (Heizer et al., 2017). In addition to that, literature also showed that distributors also have the opportunity to

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develop and create their own independent corporate networks, known as multilevel or descending organisational structures, which recruit, educate and motivate others to replicate their efforts. Consequently, along with supporting online promotion or administration of powerful inventory systems, they can coordinate the activities of associations to achieve positive results, loyalty and customer loyalty.

The popularity of online marketing is growing rapidly, some retailers and company representatives use products from the online market and work with companies specializing in the creation of leads using proven systems (Turban, 2015).

CHAPTER 6: CONCLUSION AND RECOMMENDATION

Conclusion

To determine the strategies that enhance the reputation of global supply chain networks:

It is concluded from the responses of the participants that supply chain network has increased the efficiency in the sales around the world. Through supply chain network systems, international companies can also operate their businesses worldwide. They promote their products through online marketing and are reaching to the customers via online network and social media. Moreover, it was also concluded from the research that it requires the effective planning process and developing effective strategies.

The research explored the strategies of developing effective global supply chain network which is helpful for online marketing and identified the importance of online marketing in promoting the value and importance of global supply chain networks in the interview analysis. Online marketing has played a vital role for the companies in reducing their costs which correspondingly has increased the profits of the companies Creating shared value. In *Managing sustainable business*, (2019). The young generation is more likely to use social media and is inclined towards the online purchasing as it is saving their time and transportation cost. Therefore, companies are investing in the systems through which they could provide the ease to their target market An investigation using mobile users to explore smartphone credit card. *Expert Systems with Applications*, (2016).

To critically evaluate the role of online marketing in brand recognition of global supply chain networks

. Online marketing has increased the scope of supply chain management. The supply chain management industries are providing services to the companies who are operating online. Those companies need strong supply chain networks to make the availability of the products at the customer's desired location. Moreover, the research concluded that companies can innovate and implement a service-oriented strategy and provide more than the traditional minimum level

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of service. Companies are not able to satisfy the customer's requirements without a strong supply chain network in today's world of digitisation. Furthermore, it was concluded from the responses of the participants that supply chain network has increased the efficiency around the world. Through supply chain network systems, international companies can also operate their businesses worldwide. They promote their products through online marketing and are reaching to the customers via online network and social media. Moreover, it was also concluded from the research that it requires the effective planning process and developing effective strategies.

Limitations and Future Scope

The research also can be conducted across nations to analyse and understand about online marketing and supply chain networks. It has utilised restricted sample measurement, therefore, other researchers can perform further analyse from large group of samples. Furthermore, the study was only conducted qualitatively. Qualitative methods of research data is refined and not vague but still it does not cover all the aspects and do not target large audience. Whereas, quantitative study can be conduct to understand more about opinions. Moreover, other research approaches can be used to analyse various factors that impact on global supply chain networks. Quantitative analysis would enable the researcher to get the idea of the participatorts of the industry through different tool of qualitative research that are the random sampled interviews and survey questionnaires. It would only be possible with a reform solution if presented to the online supply chain managers and the people working in the network. Unless it is not easy to conduct a survey at a larger scale.

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SMART Recommendations

To make SMART recommendations for stakeholders: Following are the SMART recommendations for the stakeholders for the efficient online marketing supply chain.

STAKEHOLDER	SMART RECOMMENDATION	COMMENTARY	REFERENCE
Employees Board of Directors Suppliers Consumers Managers Leaders	<ul style="list-style-type: none"> • Improve integration of online marketing and supply chain distribution operation such as adopt effective internet applications. • Implement innovative distribution channel system to reduce intermediates throughout the supply chain. 	It is found that supply chain networking is the most important factor of any organisation whether global or domestic. Therefore, it is required that firms and organisation must have a a effective system of supply chain management that can be helpful in the growth of organisations.	Several companies and manufacturers are using online supply chain networking. These include, Apple Inc, Nike, Zara and etc. The online integration of the supply chain network enables the consumers and the suppliers to connect with the manufacturer.

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Key Component	Recommendations
	<ul style="list-style-type: none"><li data-bbox="548 423 1461 516">[1] Companies should implement further effective global supply chain networks management strategies to improve product promotions<li data-bbox="548 532 1461 625">[2] Improve integration of online marketing and supply chain distribution operation such as adopt effective internet applications.<li data-bbox="548 641 1461 734">[3] Implement innovative distribution channel system to reduce intermediates throughout the supply chain.<li data-bbox="548 750 1461 896">[4] Management to provide employees training programme in order to improve customer service standards, complement the best practice of online marketing operation<li data-bbox="548 912 1461 1005">[5] Analyse various organisation history data to understand further needs of both business and consumers.

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-	<p>[1] Companies are able to implement effective global supply chain networks management strategies and thereafter, 15% improvement in the product promotions has been brought.</p> <p>[2] Internet applications have been adopted with the integration of online marketing and supply chain distribution operation and thereafter a cost reduction of 10% has occurred. <i>International Journal of information management</i>, Hashem (2016).</p> <p>[3] The implementation of an innovative distribution channel system has reduced the intermediates at 8% rate throughout the supply chain. <i>International Journal of information management</i>, Hashem (2016).</p> <p>[4] Training to employees has helped them to improve customer service standards.</p> <p>[5] Analysis of various organisation history data to understand further needs of both business and consumers has been done.</p>
	<p>All recommendations can be achieved by the suggestions given above. The stakeholders such as supply chain managers, supply chain firms would help.</p>
Realistic	<p>These recommendations belong to the improvement in online supply chain network marketing, which is the main core of this study.</p>

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Time-Bound -	These recommendations are to be accomplished within a time-frame of 3- Months
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Appendices

Appendix A: Interview Questionnaire

1. Do you believe that supply chain networks have really increased its' importance in international businesses? If yes, then why?
2. Do you think that supply chain strategies can support effective functioning of international businesses?
3. Do you think that online businesses have direct impact on using supply chain strategies?
4. How do you think the development of supply chain strategies can provide the beneficial results?
5. What technologies do you prefer that needs to be integrated while developing the supply chain strategies?
6. "The significance of online marketing in supply chain increases the profitability" Do you agree or disagree with this statement.
7. What supply chain management practices you integrate in practical work?
8. Can you explain the potential benefits that your store experience after effective supply chain management measures?

Appendix B: Interview Coding Process

Interview Coding One

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding
1. Supply Chain Integration	Emergence and efficiency of supply chain	Increasing number in the consumers and increasing the demand for Highly effective

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	strategies.	supply chain policies for timely deliveries.
2. Effective functioning of business	Online Supply Chain Facilitation	
3. Online Business impact on supply chain strategies		
4. Increase in revenue due to supply chain. 5. Supplier's management and inventory, optimisation is the best technology	Supply chain and inventory development.	Significant improvement in time management and cost reduction.
6. Online Marketing increases profitability 7. a healthy supplier relationship promotes collation sources.	Online Supply Chain fortifying supplier relationship.	
8. Viral marketing and integration with social	Social Media and IT integrated network marketing.	Marketing techniques

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networks. Store had experienced potential benefits.		have influenced significantly in the sales.
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Interview Coding Two

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding
1. Supply Chain Integration in global supply chain network	Effectiveness of supply chain strategies.	Elevating the demand for Highly effective supply chain policies for timely deliveries.
2. Effective functioning of business in the supply chain	Online Supply Chain	

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<p>3. Online Business impact on supply chain strategies</p>	<p>Facilitation</p>	
<p>4. Online Marketing increases profitability</p> <p>5. a healthy supplier relationship promotes collation sources.</p>	<p>Online Supply Chain fortifying supplier relationship.</p>	
<p>6. Increase in revenue due to supply chain.</p> <p>7. Supplier's management and inventory, optimisation is the best technology</p>	<p>Supply chain and inventory development.</p>	<p>Significant improvement in time management and cost reduction.</p>
<p>8. Viral marketing and integration with social networks. Store had experienced potential benefits.</p>	<p>Social Media and IT integrated network marketing.</p>	<p>Marketing techniques have influenced significantly in the sales.</p>

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9.		
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Interview Coding Three

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding
1. Online Marketing increases profitability 2. a healthy supplier relationship promotes collation sources.	Online Supply Chain fortifying supplier relationship.	
3. Viral marketing and integration with social networks. Store had experienced potential benefits.	Social Media and IT integrated network marketing.	Marketing techniques have influenced significantly in the sales.
4. Supply Chain Integration	Emergence and	Increasing number in the consumers and increasing the

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5.	efficiency of supply chain strategies.	demand for Highly effective supply chain policies for timely deliveries.
Effective functioning of business	Online Supply Chain Facilitation	
Online Business impact on supply chain strategies		
6. Increase in revenue due to supply chain. Supplier's management and inventory, optimisation is	Supply chain and inventory development.	Significant improvement in time management and cost

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the best technology		reduction.
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Interview Coding Four

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding
1. Supply Chain Integration	Emergence and efficiency of supply chain strategies.	Increasing number in the consumers and increasing the demand for Highly effective supply chain policies for timely deliveries.
Viral marketing and integration with social networks. Store had experienced potential benefits.	Social Media and IT integrated network marketing.	
2. Effective functioning of business		

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3. Online Business impact on supply chain strategies	Online Supply Chain Facilitation	
4. Increase in revenue due to supply chain.	Supply chain and inventory development.	Significant improvement in time management and cost reduction.
5. Online Marketing increases profitability 6. A healthy supplier relationship promotes collation sources.	Online Supply Chain fortifying supplier relationship.	
7.		

Interview Coding Five

Processed Interview Data		
Open Coding	Axial Coding	Selective Coding

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<p>1. Supply Chain Integration</p>	<p>Emergence and efficiency of supply chain strategies.</p>	<p>Increasing number in the consumers and increasing the demand for Highly effective supply chain policies for timely deliveries.</p>
<p>2. Effective functioning of business</p>	<p>Online Supply Chain Facilitation</p>	
<p>3. Online Business impact on supply chain strategies</p>		
<p>4. Increase in revenue due to supply chain. 5. Supplier's management and inventory, optimisation is the best technology</p>	<p>Supply chain and inventory development.</p>	<p>Significant improvement in time management and cost reduction.</p>
<p>6. Online Marketing increases profitability 7. a healthy supplier relationship promotes collation sources.</p>	<p>Online Supply Chain fortifying supplier relationship.</p>	

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Appendix B: Interview Transcript

Q1. Do you believe that supply chain networks have really increased its' importance in international businesses? If yes, then why?

Ans. Supply chain integration into international businesses has undeniable success to the performance. Supply chain decreases the cost in the business. More than 50% of business due to the supply chain to be standalone operations.

Q2. Do you think that supply chain strategies can support effective functioning of international businesses?

Ans. Yes they certainly can, strategies could enhance the effective functioning of the international business.

Q3. Do you think that online businesses have direct impact on using supply chain strategies?

Ans. Yes, most probably they do get affected directly with the supply chain strategies.

Q4. How do you think the development of supply chain strategies can provide the beneficial results?

Ans. 79 percent of the international businesses have shown high performance in growth and annual revenue due to the effective supply chain measures answered by an interviewee.

Q5. What technologies do you prefer that needs to be integrated while developing the supply chain strategies?

Ans. Upon answering to this question, supplier's management and inventory, optimisation is the best technology. It needs to be integrated because supplier management is online services and supplier management is to confirm that all contracts with the suppliers to help the need of the business.

Q6. "The significance of online marketing in supply chain increases the profitability" Do you agree or disagree with this statement.

Yes it does increases the profitability as a whole. I agree with the statement, answered by an interviewee.

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Q7. What supply chain management practices you integrate in practical work?

Maintaining a healthy supplier relationship because both parties work with together and increase the number of suppliers and buyers. In addition, strong collaboration in strategic sources.

Q8. Can you explain the potential benefits that your store experience after effective supply chain management measures?

Ans. When new marketing strategies emerge such as viral marketing and integration with social networks. In addition to that, it delivers the economic benefits too by reducing the costs of the companies for the maintenance of channel such as profits, surcharges, and commissions for the channel members of the network system. In the same context, our store had experienced potential benefits that enabled us to penetrate in the market.

Implication of effective Online marketing supply chain networks is a value-based network that uses this new approach with methods and techniques and information analysis to provide value and benefits.

Appendix C: Ethics Approval Application Form

Salford Business School Taught Ethics Application Form

Instructions for use

Most applications for ethics approval will be able to be granted by the supervisor. **Students should just complete the questions and Part A below and forward to their supervisor, who will complete Part B.** In some cases, if the supervisor believes the proposal should be sent to the Ethics Approval Panel for Taught Programmes for guidance and clearance, Part C should be completed and sent to the email address provided above. Supervisors should

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send Parts A, B and C to the panel in these cases.

The following checklist is to help students and supervisors easily identify projects which may be designated as one with significant ethical dimensions.

SECTION I:

Does the project/dissertation involve work with human tissue/body fluids?

No

If **'NO'** skip to section (II)

SECTION II:

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<p>Does the project involve work with animals and/or animal tissue?</p> <p>If 'NO' skip to section (III)</p>	<p>No</p>
<p>SECTION III</p>	
<p>Does this project involve any of the following:</p> <ul style="list-style-type: none">• Recruitment of volunteers?• Questionnaires or interviews?• Observations of Parti/cipants? <p>If Yes for either please complete the sections (IV)-(VI) below</p> <p>If No please complete section (VI) only</p>	<p>Yes</p>
<p>SECTION IV – RISK OF HARM AND RELATED ISSUES</p>	

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<p>Is there any realistic risk of any participants experiencing either physical or psychological distress or discomfort?</p>	<p>No</p>
<p>Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to study participants?</p>	<p>No</p>
<p>Is there any possible psychological risk to the researcher? (Note:- physical risks to the researcher are considered in the Risk Assessment not in this form)</p>	<p>No</p>
<p>Will participants undergo sound exposure beyond the Lower Action Level of the Physical Agents Directive?</p>	<p>No</p>

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Does the project require the use of hazardous substances?	No
Is the use of radiation (if applicable) over and above what would normally be expected (for example) in diagnostic imaging?	No
SECTION V – VULNERABLE GROUPS AND FINANCIAL INDUCEMENTS	
Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	No
Will participants fall into any of the following special groups?	
<ul style="list-style-type: none">• Children (under 18 years of age);	No

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<ul style="list-style-type: none"> • People with learning difficulties or communication difficulties; 	No
<ul style="list-style-type: none"> • People who speak a different language; 	No
<ul style="list-style-type: none"> • Patients or clinical populations and/or their carers; 	No
<ul style="list-style-type: none"> • Pregnant women or research on conception or contraception; 	No
<ul style="list-style-type: none"> • People in custody or any form of detention; 	No
<ul style="list-style-type: none"> • People engaged in illegal activities (e.g. drug-taking) 	No
SECTION VI – OTHER	
<p style="text-align: center;">Are there any other potential significant ethical issues not covered above? If Yes, please give details below:</p>	

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	No
<p>Click here to enter text.</p>	

SECTION III: Human Subjects

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<p>Does this project involve either of the following:</p> <ul style="list-style-type: none">• Recruitment of volunteers?• Questionnaires or interviews? <p>If YES for either, please complete Sections IV & VI below</p> <p>If NO, please complete section VI only.</p>	<p>Select</p> <p>Yes</p>
--	--------------------------

SECTION IV: Risk of Harm and Related Issues

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<p>Is there any realistic risk of any participants experiencing either physical or psychological distress or discomfort?</p>	<p>No</p>
<p>Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to study participants?</p>	<p>No</p>
<p>Is there any possible psychological risk to the researcher?</p> <p><i>(Note: Physical risks to the researcher are considered in the Risk Assessment, not in this form)</i></p>	<p>No</p>
<p>Will participants undergo sound exposure beyond the Lower Action Level of the Physical Agents Directive?</p>	<p>No</p>
<p>Does the project require the use of hazardous substances?</p>	<p>No</p>
<p>Is the use of radiation (if applicable) over and above what would</p>	<p>No</p>

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normally be expected (for example) in diagnostic imaging?	
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SECTION V: Vulnerable Groups and Financial Inducements

Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	No
Will participants fall into any of the following special groups?	
Children (under 18 years of age);	No
People with learning difficulties or communication difficulties;	No
People whose first language is not English;	No

ROLE OF ONLINE MARKETING IN GLOBAL SUPPLY CHAIN NETWORKS

Patients or clinical populations and/or their carers;	No
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PART A – To be completed by Student

Full Programme Title:	MSc Procurement logistic supply chain management	Award MSc
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1. Title of proposed research project and Project Focus:
Role of marketing in the promotion and reputation of global supply chain networks.

2. Project Aims and Objectives:

To determine strategies that enhance the reputation of global supply chain networks.

To evaluate the role of online marketing in brand recognition of global supply chain networks

3. Research Methodology:

Qualitative research design will be employed to this study. The qualitative provide detailed opinion, facts and underlying reasons for distinct research area. It can support the research study to explore the strategies of creating global supply chain for online marketing and to identify the role of online marketing in developing global chain networks.

For this purpose, the interviews would be conducted with the supply chain managers/marketers of global supply chain network.

Purposive sampling will be applied to this research. According to Smith (2015) and Mucusker and Ganaydin (2015), purposive sampling is helpful in attaining the sample that

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could be logically expected to be representative of the population.

Data collection:

As per the study of Quinlan et al. (2019), there are two important sources for collecting the data for research study, which are primary and secondary sources. Primary data including interviews, questionnaires and surveys (Silverman, 2016). Secondary data including sources from books, research papers and articles (Smith, 2015). However, in this research paper, primary sources will be applied and analysed.

References:

McCormack, K.P. and Johnson, W.C., 2016. Supply chain networks and business process orientation: advanced strategies and best practices. CRC Press.

Quinlan, C., Babin, B., Carr, J., & Griffin, M. (2019). Business research methods. South Western Cengage.

Silverman, D. (Ed.). (2016). Qualitative research. Sage.

Smith, J. A. (Ed.). (2015). Qualitative psychology: A practical guide to research methods. Sage.

4. Organisational Agreement (If applicable):

N/A

5. Approaching Individuals (If applicable):

The data of this research will be conducted through primary source i.e. interviews. 5 semi-structured interviews will be taken; 3 from sales managers and 2 from marketing managers who are providing online marketing services.

The interviews will be recorded only with the permission of the respondents and they will not be forced to remain the part of the research. Also, the identity of the respondents will be kept confidential.

6. How will you ensure 'informed consent' is gained from anyone involved in the

research?

All individuals who have opt-in to participate on our survey, would be asked to sign a document giving their consent to the study. For this purpose google forms would be used to gain the consent earlier than the time of interview.

7. How will you approach data protection issues during your research?

The relevant data protection laws of UK would be strictly adhere to, during the conduct of the research. Data will be stored on a password protected laptop and deleted after the degree is awarded. Data will be anonymised.

8. Does this project require that the researcher applies for a Disclosure Barring Service (DBS) check?

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NO

If you have answered **YES** above, please cite the code and either include it as an appendix to this application or provide details below about where it can be consulted electronically.

[Click here to enter text.](#)

9. What other ethical issues should you consider when conducting this research and how will potential ethical risk/harm be avoided?

N/A

10. Does the project involve human subjects (e.g. as volunteers or to take part in interviews/questionnaires) and/or animals and/or human tissue and/or animal tissue?

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YES

If **YES**, please give details:

Interviews will be taken.

**PART B – To be
completed by Supervisor**

To be completed by the supervisor by ticking the relevant box. If ethics approval is granted the supervisor should give this form to the student to include in their dissertation, along with Part A. Nothing further needs to be done with the application at this point. **However, if ethics approval is rejected by the supervisor they should consult with the student as to the required changes and complete Part C.**

Student's Name:	Full Tianhua Cao
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ROLE OF ONLINE MARKETING IN GLOBAL SUPPLY CHAIN NETWORKS

Title of Research and Project Focus:	Role of marketing in the promotion and reputation of global supply chain networks.
Supervisor's Name:	Dr Patrick Reid
Data application received by supervisor:	4 th April 2019

Ethics Approval Granted	Please send copy of form to student to include in their dissertation	<input checked="" type="checkbox"/>
Ethics Approval Rejected	If rejected please consult with student as to the required changes	<input type="checkbox"/>
Ethics Approval Referred	If supervisor has queries or concerns in relation to this application, please fill in Part C below and forward to the School Ethical Approval	<input type="checkbox"/>

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	Panel for Taught Programmes	
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