

Title	生態系のウェルビーイングのための変革的サプライチェーンシステムの研究
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Abstract

Since ecosystem well-being became an important aspect of business development, the concepts of sustainable and environmental friendliness are employed in many parts through a supply chain. However, those concepts became parts of marketing to promote the organization, reduce cost, and increase profits rather than focus on environmental and well-being. In the past decade, the supply chain is accused as the environmental and human well-being disruption by consuming environmental resource to produce products or services. Therefore, it is imperative to transform a conventional supply chain concept into a business concept that helps reduce cost and increase profit, meanwhile, promote the well-being of human and nature. In this regard, a Transformative Service Research (TSR) is developed to improve that well-being of individual, group, and ecosystem. However, TSR is a new research area that is limited to a service research namely, financial, healthcare, and social services. Thus, this study attempts to conceptualize Supply Chain Management (SCM) in a context of TSR to improve sustainability and well-being of supplier, customer, and environment. The purpose of this study is to integrate TSR into the supply chain in order to focus on sustainability and well-being of ecosystem, as well as the profitability of supply chain.

The research is divided into three main parts. The first part is a literature review that provides an overview of SCM components. In order to develop a new supply chain concept, the study of conventional supply chain concept is needed to be considered in order to find problematic gaps in it. Since SCM is a source of value creation for stakeholders, there are many influential factors for constructing a partnership in supply chain network. The influential factors demonstrate different contributions in each phase of the supply chain. Therefore, a literature review of supply chain and TSR were employed to identify the critical components

in the process of supply chain development, and establish the critical phases for creating a Transformative Supply Chain (TSC) concept.

The second part is a construction of TSC development framework. The TSC consists of three entities, including a supply chain, society, and environment. This study aims to propose a TSC by integrating the transformative service concept and supply chain concept. The framework presents the relationship and interaction of each entity in TSC development. Supply chain entities consist of suppliers, company, and customers. Each entity interacts and co-creates value based on the service concepts. Therefore, environmental and society entities influence and interact with supply chain through the resource integration process. Moreover, knowledge is an important factor that influences human behavior and decision making process. Therefore the knowledge and information are contributed as resource integration in the ecosystem.

In order to support the Transformative Supply Chain Management (TSC) as a supply chain concept, the well-being and sustainable development of supply chain ecosystem are needed to be identified. This development can be constructed through value co-creation between providers, recipients, and nature. Therefore, the last part is a validation of TSC concept. There are three sub-studies for validating each part of TSC concept. Sub-study 1 focuses on the TSC concept as a whole, the company with TSC thinking. The case analyses are employed to confirm the impact of social, institution, and environment on a supply chain. Sub-study 2 focuses on the recipient aspect. The empirical study of customer perception on an environmental product is investigated. The three environmental labels of “milk” are employed to capture the customer perception in terms of individual and collective aspects. A total of 618 samples were randomly collected. Multinomial logistic regression was employed as a statistical method to measure the relationship and effect of knowledge, social value, and individual perception of customers on the environmental information provided by the company. The last sub-study aims to identify the important relationship between institution and supply chain in TSC. The case study of AEC is employed as a institution change in supply chain in Thailand.

In summary, the framework of TSC can be served as a guideline for both academic research and practical applications for constructing a supply chain with concern on the well-being of the human and nature, rather than a profit for the individual. The process, key considerations,

and principles of TSC are summarized as key contribution of this study. Moreover, the importance of knowledge and resource integration among entities of TSC is known as a significant part for constructing a supply chain with TSC concept.

Keywords: transformative supply chain, transformative service research, value co-creation, service-dominant logic, supply chain management, customer perception, social value, ecosystem, well-being