

عنوان مقاله:

Investigating Online and Physical Retailing with the Perspective of Traditional Economic Geography in the COVID-۱۹ Era

محل انتشار:

ششمین کنفرانس بین المللی ایده های نوین در مدیریت، اقتصاد، حسابداری و بانکداری (سال: 1402)

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خلاصه مقاله:

It is crucial to understand the needs of consumers, producers, and intermediaries (retailers) in the context of the rapid growth of companies and organizations. The use of a supply chain management system can greatly enhance the efficiency of order transmission and receipt. However, it is unfortunate that management systems, particularly supply chain management, have not fully capitalized on the opportunities offered by today's technology-driven and intelligent world. This presents an interesting challenge for management systems focusing on sustainable development goals, especially during times of crisis like the COVID-۱۹ pandemic. The outbreak and global spread of the coronavirus has exposed the vulnerability of the global supply chain. From the initial stages of sourcing raw materials to the production and distribution of goods, every step is susceptible to disruption. In light of this, companies must proactively anticipate potential issues and implement measures to restore and improve their supply chains. To raise awareness about this critical issue, it is important to identify the challenges faced by companies and businesses. This will enable us to develop strategies for improvement and recovery, both in online and physical retail, from the perspective of traditional economic geography. Supply chain recovery is of utmost importance and goes beyond crisis management, as it involves overcoming numerous challenges during the recovery phase. The severity and adverse effects of the pandemic may vary, making it crucial for businesses to carefully navigate the long-term and destructive impacts on their supply chains. Subsequently, the recovery of the supply chain in the post-pandemic era requires a comprehensive approach that encompasses both online and physical retail, taking into account traditional economic geography. Therefore, in the midst of an epidemic, identifying potential challenges in the supply chain and understanding their impact on post-disaster recovery strategies play a vital role. This understanding will inform the development of appropriate strategies to address these challenges, both in online and physical retail, from a traditional geographic perspective.

کلمات کلیدی:

Retailing, Economic Geography, COVID-۱۹ Crisis, Supply Chain

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