



# Sustainable Supply Chain Management (German Edition)

*Max Felix Mittelmaier, Julian Br Er, Robbert Kokkeel*

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 1,0, SRH Fachhochschule Hamm, Sprache: Deutsch, Abstract: Der Begriff des Supply Chain Managements umfasst die prozessorientierte Planung und Steuerung sämtlicher Waren-, Informations- und Geldflüsse innerhalb der Wertschöpfungskette. Das Ziel ist es ganzheitliche, kundenorientierte Prozesse und kosteneffiziente Netzwerkstrukturen zu schaffen, um das bestmögliche Ergebnis für alle Beteiligten des Kooperationsnetzwerks zu erreichen. Unter Nachhaltigkeit wird verstanden, dass heutige Generationen ihre Bedürfnisse auf eine Art und Weise befriedigen müssen, die es Folgegenerationen wiederum erlauben wird ihre eigenen Bedürfnisse zu befriedigen. Das Konzept der Nachhaltigkeit fußt dabei auf den vier Säulen Ökonomie, Ökologie, Soziales und Politik. Jede einzelne Zieldimension stellt individuelle Anforderungen an die Transportbranche. Nachhaltiges Supply Chain Management ergänzt den konventionellen Ansatz des Lieferkettenmanagements folglich um das Ziel der Gewährleistung einer intergenerativen sowie intragenerativen Gerechtigkeit unter konsequenter Fokussierung auf alle vier Zieldimensionen. Die Frage nach einer geeigneten Art und Weise, um Nachhaltigkeit in Supply Chains integrieren zu können, lässt sich am einfachsten mit dem Begriff der Transportprozesse beantworten. Selbige verbinden fast alle Glieder Wertschöpfungskette miteinander und bieten diverse Möglichkeiten einer nachhaltigen Ausrichtung. Aufgrund des anhaltenden Urbanisierungstrends der Weltbevölkerung ist bei der Betrachtung dieser Möglichkeiten ein besonderes Augenmerk auf die urbane Versorgung zu richten, welche vornehmlich straßengebunden erfolgt. Fast ausschließlich werden hierbei herkömmliche Diesel- und Benzinverbrennungsantriebe eingesetzt, die den Prinzipien der Nachhaltigkeit aus diversen Gründen entgegenstehen. Unter Zuhilfenahme einer Nutzwertanalyse und unter Berücksichtigung der relevanten harten sowie

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