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Webinar10<sup>th</sup> Global**Business and Marketing Studies Summit****Md. Mamun Habib**

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**Managing supply chain management for manufacturing and service industry**

This paper represents theory and evolution of Supply Chain Management, as the least innovations in Research, as well as highlights chronological prospective of SCM in terms of time frame in different areas of manufacturing and service industries. The objective of SCM is to incorporate activities across and within organizations for providing the customer/stakeholders value. Supply Chain Management (SCM) has been widely researched in numerous application domains during the last decade. Despite the popularity of SCM research and applications, considerable confusion remains as to its meaning. There are several attempts made by researchers and practitioners to appropriately define SCM. Amidst fierce competition in all industries, SCM has gradually been embraced as a proven managerial approach to achieving sustainable profits and growth. This keynote would illustrate SCM from the raw material materials to finished products, i.e., suppliers to consumer at the various industries. This keynote speech would demonstrate educational supply chain model (ITESCM – Integrated Tertiary Educational Supply Chain Management) as an example of a service industry.

**Biography**

Md. Mamun Habib is a Professor at School of Business & Entrepreneurship (SBE), Independent University, Bangladesh (IUB). Dr. Habib is also the Visiting Scientist of University of Texas – Arlington, USA. He has more than 20 years' experience in the field of teaching as well as in training, workshops, consultancy and research. As a researcher, Dr. Habib published about 170+ research papers, including Conference Proceedings, Journal articles, and book chapters/books. He serves as the Editor-in-Chief/Lead Guest Editor/Editor/Editorial Board Member/ Reviewer of more than 20 journals. He delivers lecture as Keynote Speaker at 70+ international conferences in the globe. His core research areas are supply chain management, production & operations management, operations research, research methodology.

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