DİJİTAL TEDARİK ZİNCİRİ YÖNETİMİ VE BÜYÜK VERİ

Serkan DERİCİ

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GENEL DAĞITIM

Akademisyen Kitabevi A.Ş.

Halk Sokak 5 / A

Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

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Değerli Eşim Esma YILDIRIM DERİCİ'ye...

ÖNSÖZ

Tarihsel süreçte ilk olarak fiziksel dağıtım olarak karşımıza çıkan tedarik zinciri yönetimi zaman içerisinde gelişerek işletmeler için hayati rol oynayan bir disiplin haline gelmiştir. Geliştirilen dijital araçların kullanılmasıyla birlikte oldukça karmaşık ve dijital bir hale gelen tedarik zinciri yönetimi artık dijital tedarik zinciri yönetimi olarak anılmaktadır. Bu kapsamda klasik tedarik zinciri yönetiminin yapısını bilmenin yanında, tarihsel gelişimiyle birlikte dijital tedarik zincirlerine kadar olan sürecin iyi bilinmesi başarılı süreçlerin yürütülmesi için oldukça önemlidir. Bu kapsamda bu kitap bir kılavuz rolü oynayacak ve dijital tedarik zinciri yönetiminde büyük verilerin yoğun olarak elde edilerek kullanılmasından dolayı büyük veri kavramıyla birlikte ele alınacaktır. Bu kapsamda teorik olarak dijital tedarik zinciri yönetiminin anlaşılması ve büyük veri analizine bilgiler bu kitapta sunulmuştur. Bu doğrultuda sektör çalışanları, öğrenciler ve akademisyenlerin kullanabileceği bir kitap tasarlanmıştır.

Dr. Serkan DERİCİ

Aralık 2023

Nevşehir

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