

Key Factors for Successful Logistics

**Services, Transportation Concepts,
IT and Management Tools**

Edited by

Thorsten Blecker, Wolfgang Kersten,
Cornelius Herstatt

With Contributions by

Hatem Aldarrat, Walailak Atthirawong, Jan Behrens,
Rodolfo de Castro, Ninlawan Choomrit, Inga Lena Darkow,
Mohammad Delasay, Ralf Elbert, Raquel Flexa, Egemen Genc,
Somayeh Ghandi, Amir Hossein Gharegozli, Dieter Hildebrandt,
Philipp Hohrath, Tarak A. Housein, Oliver Hülsmann, Christopher Jahns,
Florian Kähne, Florian Kapmeier, Wolfgang Kersten, Türk Kiziltoprak,
Jan Koch, Harald Kolbe, Marcus Laumann, Nils Meyer-Larsen,
José Huguet Monfort, Alex da Mota Pedrosa, Rainer Müller,
Bernd Noche, Soraya Oliveira, Vicente Budí Orduña,
Lorena Sales Pallarés, Catalina Pérezza, Hans-Christian Pfohl,
Rapeepan Pitakaso, Alexandre Prado, Achim Pütz, Masoud Rabbani,
P. Raghavulu, K. Ravindranath, Carsten Röth, Michael Saatmann,
Stiefen T. Schilz, Nico Schlitter, Sascha Schorr, René Schumann,
Olaf Sielemann, Sombat Sindhuchao, Karsten Spin, Meike Tilebein,
Kai-Ingo Voigt, Naresh Yamani, Neda Manavi Zadeh,
Nima Zaerpour, Erich Zahn, Lixi Zhang

ERICH SCHMIDT VERLAG

Bibliographic information published by Die Deutsche Bibliothek

Die Deutsche Bibliothek lists this publication in the Deutsche Nationalbibliografie;
detailed bibliographic data are available in the Internet at <http://dnb.ddb.de>.

For further information concerning this title please follow this link:

[ESV.info/978 3 503 10600 4](http://ESV.info/978_3_503_10600_4)

ISBN: 978 3 503 10600 4

ISSN: 1863-3390

All rights reserved

© Erich Schmidt Verlag GmbH & Co., Berlin 2007
www.ESV.info

This paper fulfills the requirements of the
Frankfurter Forderungen of Die Deutsche Bibliothek
and the Gesellschaft für das Buch concerning the paper permanence
and meets the tight regulations of American National Standard
Ansi/Niso Z 39.48-1992 as well as ISO 9706

Printing and Binding: Hubert & Co, Göttingen

Table of Content

Preface.....	V
Table of Content.....	VI

Innovations in Logistics Services and Innovative Concepts for Transportation

Customer Integration in the New Service Development Process – A Case Study Approach in the Logistics Service Industry.....	3
<i>Christopher Jahns, Inga Lena Darkow and Alex da Mota Pedrosa</i>	
Enabling SME Logistics Networks using Lean IT Solutions – A Case Study.....	17
<i>Dieter Hildebrandt, René Schumann, Türk Kiziltoprak and Jan Behrens</i>	
Innovative Logistics Services: Advantages and Disadvantages of Outsourcing Complex Service Bundles.....	37
<i>Wolfgang Kersten, Philipp Hohrath and Jan Koch</i>	
The Impact of SSS on the Spanish Ceramics Sector: Optimizing the Logistic Chain.....	51
<i>Lorena Sales Pallarés, Vicente Budí Orduña and Achim Pütz</i>	
Genetic Algorithms for Stochastic Vehicle Routing Problem with Simultaneous Delivery and Pick-up.....	59
<i>Lixi Zhang</i>	
The Future of Maritime Transport as a Part of the Logistic Chain: the Development of the Motorways of the Sea within the European Union.....	73
<i>José Huguet Monfort and Achim Pütz</i>	

Planning and Scheduling

Solving Capacitated P-Median Problem using Max-Min ANT System with iterated local Search.....	85
<i>Rapeepan Pitakaso and Sombat Sindhuchao</i>	
An Integrated Approach for Fuzzy Project Evaluation Considering Monetary and Non-monetary Criteria.....	97
<i>M. Rabbani, N. M. Zadeh, M. Delasay and A. H. Gharegozli</i>	
A memetic algorithm for the Resource-Constrained Project Scheduling Problem.....	111
<i>Masoud Rabbani, Neda M. Zadeh, Somayeh Ghandi and Nima Zaerpour</i>	

Production Scheduling: An Algorithm based on Theory of Constraints	123
<i>Raquel Flexa, Alexandre Prado and Soraya Oliveira</i>	
Auto ID-Technologies and Supply Chain Event Management	
Methods for evaluating RFID-Technology performance	139
<i>Olaf Sielemann and Karsten Spin</i>	
RFID Rollout – What can we learn from EDI?	153
<i>Stiefen T. Schilz, Nico Schlitter, Florian Kähne and Egemen Genc</i>	
Innovative IT Systems in Logistics and Supply Chain Management – RFID	169
<i>P.Raghavulu, Naresh Yamani and K. Ravindranath</i>	
Efficient Information Management in Supply Chains – An arvato (Bertelsmann) Business Case	179
<i>Marcus Laumann and Harald Kolbe</i>	
A hybrid Simulation Approach for Modelling a real Supply Chain.....	193
<i>Tarak Housein, Hatem Aldarrat and Bernd Noche</i>	
SCEM in Rail Traffic – Modelling Business Rules	209
<i>Rainer Müller and Nils Meyer-Larsen</i>	
Food Supply Chains	
Lean Supply Chain Approach applied to the processing Sector in the Catalan Pork Chain	221
<i>Catalina Péreza and Rodolfo de Castro</i>	
A Study of white Shrimp Supply Chain in Thailand	235
<i>Walailak Atthirawong and Ninlawan Choomrit</i>	
Complexity Management	
Revenue Management in the Automotive Industry: a Process Innovation and its Potential to reduce Complexity in the entire Supply Chain	251
<i>Kai-Ingo Voigt, Michael Saatmann and Sascha Schorr</i>	
Self-Induced Dynamics in Multiple Supply Chain Systems.....	269
<i>Erich Zahn, Oliver Hülsmann, Florian Kapmeier, Meike Tilebein</i>	
„In Rules we trust“ – Neo-institutional Analysis of the Impact of innovative Rules on Complexity and Risks in Supply Chains	289
<i>Hans-Christian Pfohl, Ralf Elbert, Carsten Röth</i>	
Authors	303