

**Supply Chain Collaboration: Roles Of  
Interorganizational Systems, Trust, And Collaborative  
Culture**

**By Mei Cao; Qingyu Zhang**

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Facing intensified global competition, firms strive for greater supply chain collaboration by leveraging the resources and knowledge of key suppliers and valued

<http://www.tandfonline.com/doi/full/10.1080/00207540903349039>

Aug 03, 2015 Collaboration in a supply chain is essential to pretty much every role, from the customer service rep, to the demand planner, to the supply chain executive.

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Supply chain collaboration is a hot topic today and no wonder: companies that collaborate effectively across the supply chain have enjoyed dramatic reductions in <http://www.supplychainquarterly.com/topics/Strategy/20120622-six-steps-to-successful-supply-chain-collaboration/>