

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Wednesday, 7 September 2022 at 11:00 CEST** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via platform **Zoom**

Author:

Walter Zinn, PhD

Ohio State University, Fisher College of Business, USA

will present the article:

Plastic response to disruptions: significant redesign of supply chains

A plastic response is a type of resilient response whereby a supply chain is significantly redesigned following a disruptive event. Plastic responses differ from the most common responses to disruption emphasized in the extant resilience literature, in which restoration of a supply chain to its pre-disruption state is typically the focus. Researching plastic responses is important because they differ greatly from restoring a supply chain. Redesigning a supply chain requires investments in new assets, relationships and/or new skills. Moreover, some of the existing assets or skills might become obsolete and need replacement. This research explores the concept of plastic response to disruption. We propose that it be characterized by four elements and offer eight propositions to serve as bases for further research. These propositions relate to two fundamental issues; when are plastic responses most likely to be exercised and how to enable plastic responses. The propositions were developed through qualitative data analysis and informed by change management theory. The data was collected from in-depth interviews with global corporations in a variety of industries. Theoretical contributions to the literature and managerial implications are offered at the end.

Professor Zinn's bibliography is available here: <https://fisher.osu.edu/people/zinn.13>

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1427>
by Tuesday, 6 September 2022.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!

