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ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

Yerel Tedarik Zincirleri ve Afetler: Yerel Tedarik Zincirlerinin Önemi

Local Supply Chains and Disasters: The Importance of Local Supply Chains

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ÖZ

Çalışmada sürekli hayatımızda olan afet kavramı ve önemi uzun yıllardır göz ardı edilen yerel tedarik zinciri kavramı birlikte ele alınmıştır. Çalışmanın iki ana amacı bulunmaktadır, birincisi afetlerde yerel tedarik zincirlerinin yerini, ikincisi yerel tedarik zincirlerinin önemini ve güçlendirilmesi için neler yapılması gerektiğini ortaya çıkarmaktır. Çalışmada, öncelikle yerel tedarik zincirlerinin afetlerde nasıl konumlandığı açıklanmıştır. Devamında, SWOT analizi (Strengths, Weaknesses, Opportunities, Threats analysis) yapılarak, yerel tedarik zincirlerinin güçlü ve zayıf yönleri, yerel tedarik zincirlerinin önündeki fırsatlar ve tehditler ortaya konmuş ve yerel tedarik zincirlerinin güçlendirilmesine yönelik stratejiler TOWS matrisi (Threats, Opportunities, Weaknesses, Strengths matrix) oluşturularak belirlenmiştir. Yerel tedarik zincirlerinin SWOT analizinde, yirmi iki güçlü yön, on iki zayıf yön, dokuz fırsat ve altı tehdit maddesi tespit edilmiş, TOWS matrisi ile yerel tedarik zincirlerini güçlendirmek adına sekiz strateji belirlenmiştir. Çalışma, bilindiği kadarıyla afetlerle yerel tedarik zincirlerini birlikte ele alan, yerel tedarik zincirleri için SWOT analizini yapan ve TOWS matrisini oluşturan ilk Türkçe çalışmadır. Çalışma hem literatür hem de afetlerin oldukça yoğun yaşandığı ve yerel tedarik zincirlerinin baskın konumda olduğu, özellikle Türkiye gibi ülkeler ve yerel tedarik zincirinde yer alan üyeler için önem arz etmektedir.

ABSTRACT

The study addresses the concept of disaster, which is a permanent fixture of life, alongside the concept of local supply chain, the significance of which has been disregarded for many years. The study has two main objectives, the first being to reveal the role local supply chains have in disasters and the second one being to reveal the importance of local supply chains and what must be done to empower them. The study primarily clarifies how local supply chains are positioned in disasters. By conducting a strengths, weaknesses, opportunities, and threats (SWOT) analysis, the study subsequently exposes the strengths and weaknesses of local supply chains, as well as the opportunities and threats to local supply chains, before using the threats, opportunities, weaknesses, and strengths (TOWS) matrix to uncover strategies to strengthen local supply chains. The SWOT analysis of local supply chains identified twenty-two strengths, twelve weaknesses, nine opportunities, and six threats, while the TOWS matrix determined eight strategies to empower local supply chains. As far as is known, this study is the first Turkish study to jointly address disasters and local supply chains, to perform a SWOT analysis on local supply chains, and to form a TOWS matrix for supply chains. The study is important both in terms of the literature and especially for countries such as Türkiye, where disasters frequently occur and local supply chains have a dominant position, as well as for members involved in the local supply chain.

Anahtar Kelimeler: yerel tedarik zinciri yönetimi, SWOT analizi, afet yönetimi, yerel kaynak kullanımı, yerel tedarik zincirleri, TOWS matrisi

Keywords: local supply chain management, SWOT analysis, disaster management, local sourcing, domestic supply chains, TOWS matrix

EXTENDED ABSTRACT

Disasters are acknowledged as one of phenomena that disrupt supply chains (Pfeiffer, Burdi and Schlueter 2017, p. 399). During recent years, disaster-related outages have impacted several supply chain members, politicians, and businesses, from end consumers to the raw material suppliers at the start of the supply chain (Ryan et al., 2021; Xu, Elomri, Kerbache and El Omri, 2020, p. 155). Meanwhile, the issue of local supply chains comes to mind with regard to enabling sustainable production and trade while also

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