

# The Role of Time Effectiveness in Supply Chain Management with a Special Focus on Demand Side Management as Well

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**Abstract**—At the market there are many “forms” and aspects aiming to narrow demand and supply in many dimensions. However, it is important to point out that in our standardized and globalized world, both in virtual and also real-life market context there are different products and services with different characteristics and perceived needs to be sold. There is a higher significance in our competitive business environment in the 21<sup>st</sup> century. This uncertainty gives the opportunity to think in theoretical way of different aspects, as Demand Side Management, Time Management, and to act due to Service-dominant Logic issues.

While summarizing the main aspects of DSM-theoretical background the purpose of the conceptual paper is to detect fields and factors where Demand Side Management and Service-dominant Logic overlap each other. After detecting common fields it enhances better adaptation to costumers' needs and suppliers' interest. The study started with the examination of a special logistic field, the CEP segment (Courier-Express-Parcel – services), and evolved into a time-examination with regards to the whole supply chain.

**Key words**—Time effectiveness, Demand Side Management, Lean Management, Agile.

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