

The influence of sociological factors in organisation of supply chain of Unior joint-stock company

Barbara BAKLAN¹ and Sonja MLAKER KAČ¹

¹ University of Maribor Faculty of logistic, Celje, Slovenia

Abstract— In the time of globalisation and rapidly changing conditions on the labour market modern equipment, excellent personnel and good cost optimization are not enough to survive the battle. The genuine partner relationships also have an important influence in the supply chain.

Building perspective sociological relations like trust, communication, cooperation and its length, affiliation to the partnership, conflicts with its resolutions and opportunistic behaviour post challenges for many of the successful companies. Their goal is a long-term cooperation with partners, which eventually contribute to trust, which is the key element in a good partnership. As many authors say, organisations are engaged in different partnerships with the suppliers, consumers and in the internal partnerships. We can conclude that the development of individual relationships steam from numerous factors. It is crucial to be aware of the importance of building close and lasting relationships with all partners.

In the research part we tried to establish the influence of sociological factors in cooperation with the partners in a supply chain of Unior joint-stock company from Zreče. Based on theoretical recognitions of many authors and their researches we formed research questions. We incorporated two in-depth interviews with the skilled workers from the purchase and sale department of the company Unior Zreče.

With the aforementioned research we established that sociological factors do influence cooperation in the supply chain of Unior joint-stock company. The company realizes that good partner relationships are the key to a competitive advantage and successful and lasting cooperation.

Key words— supply chain, affiliation to the relationship, sociological factors, Unior joint- stock company.

AUTHORS

A. Barbara Baklan, is master student at the Faculty of Logistic, University of Maribor, Celje 3000, Slovenia (e-mail: barbara.baklan@student.um.si).

B. Sonja Mlaker Kač, assist. PhD., author of numerous scientific articles and assistant on the Faculty of Logistic, University of Maribor, Celje 3000, Slovenia (e-mail: sonja.mlaker@um.si).

Abstract received by 1 May 2015.