

# NEW BOOK ANNOUNCEMENT



Business / Logistics

## Application of the SCOR Model in Supply Chain Management

Rolf Poluha

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### Description

Supply Chain Management is an intensively discussed topic within industrial and business management.

A technique that is increasingly gaining importance is the Supply Chain Operations Reference Model (SCOR model) by the Supply-Chain Council ([www.supply-chain.org](http://www.supply-chain.org)).

Despite the popularity of the SCOR model, there exists a dearth of scientific research into its applicability.

This book is the first exploratory examination and systematic presentation of the scientific applicability of the SCOR model by a PhD and seasoned SAP executive who brings to the task a wealth of knowledge and industry relevant materials and perspectives.



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### Review

“This book offers an explorative and interim result towards the scientific research into the SCOR model and its application. The author has benefited from his extensive experience in the practice of consultation and his ability to call upon the use of relevant data and material.”

– Prof. Dr. Dietrich Seibt,  
University of Cologne, Germany

### About the Author

**Rolf G. Poluha** is Director at SAP America and is responsible for managing large and complex projects with multinational companies.

He graduated with a Bachelor in Industrial Engineering from University of Applied Sciences of Aalen, and a Master in Business Management from University of Stuttgart. He later undertook an in-service dissertation project in the field of Supply Chain Management at the University of Cologne, Germany. Dr. Poluha’s work was rated magna cum laude, and earned him a Ph.D. in Economics and Business Administration.

In his professional career, Dr. Poluha has worked as consultant and project manager for BearingPoint (formerly KPMG Consulting) and SAP on international assignments in Europe and the United States.



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