



# **Barriers in Achieving Strategic Partnership (SRM) & 3PL Integration: Strategic Issues in Supplier Relationship Management and 3rd Party Logistics Integration in Automotive Industry**

*Manjeet Kumar*

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The importance of collaborative relationships in business interactions is well researched and established. However there was little focus on identifying and addressing the barriers in achieving strategic partnership. This Book fills this gap by critical analysis of strategic issues in supplier relationship management in automotive industry. The Other objective of the book is to establish the barriers in 3rd party logistics integration. The book uses resource dependence theory as theoretical framework and concludes the dominating issues. This book unearths some very important aspects of supplier relationship management and 3rd party logistics integration in the industry. This book also demonstrates how the resource dependence theory can be used in automotive industry to identify the relational and integration issues, and how the industry could learn from theory and implement it in practice .

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