

Investigating supply chain risks in the wine distribution network: empirical evidence from China

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Abstract

◦Purpose

The objective of this paper is investigating the supply chains risks in the wine distribution network in China, to identify the key risks factors by empirical study, and to provide an overall framework that can be used as a conceptual landmark for further research.

◦Design/methodology/approach

Existing researches on Chinese wine industry form a background for the business environment of the Chinese wine supply chains. Data of industrial statistics are collected by reports of international and Chinese professional associations. To explorer supply chain risks in wine distribution network, we use qualitative methodology by examining five major companies in wine distribution network in China through semi-structured interviews and on-site observations, which are later interpreted with content analysis.

◦Expected findings

Establish a framework of supply chain risks in wine distribution network in China

◦Practical implications

This study investigates the supply chain risks in distribution network of Chinese wine industry. The findings could catch attention of researchers and managers of the importance of risk management in wine distribution network and supply chain, and help them understand more thoroughly the complex business environment. The findings could also be transferable to other emerging countries who share similar characteristics.

Key words: Risks, Supply Chain Management, Wine distribution network, China