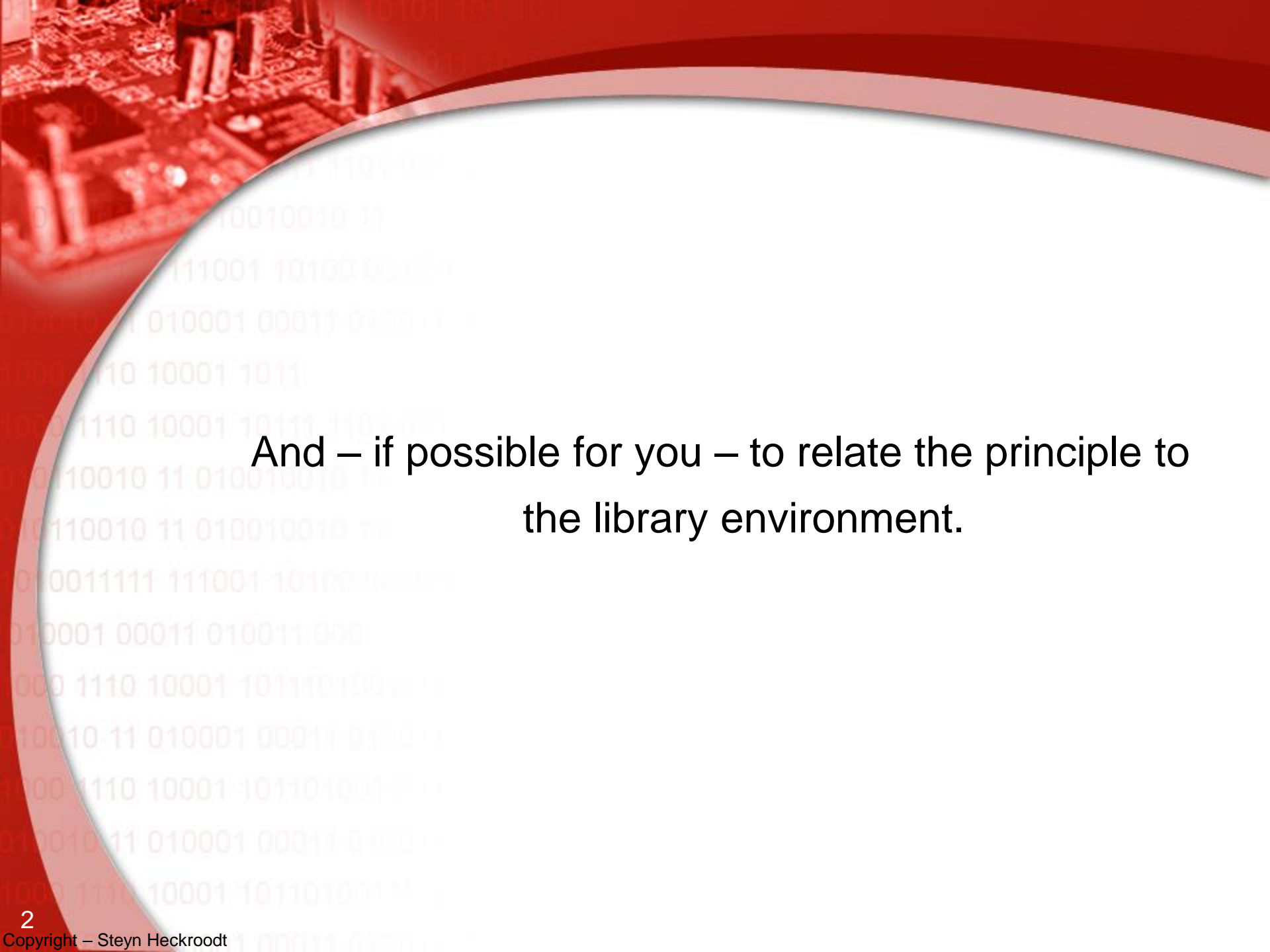
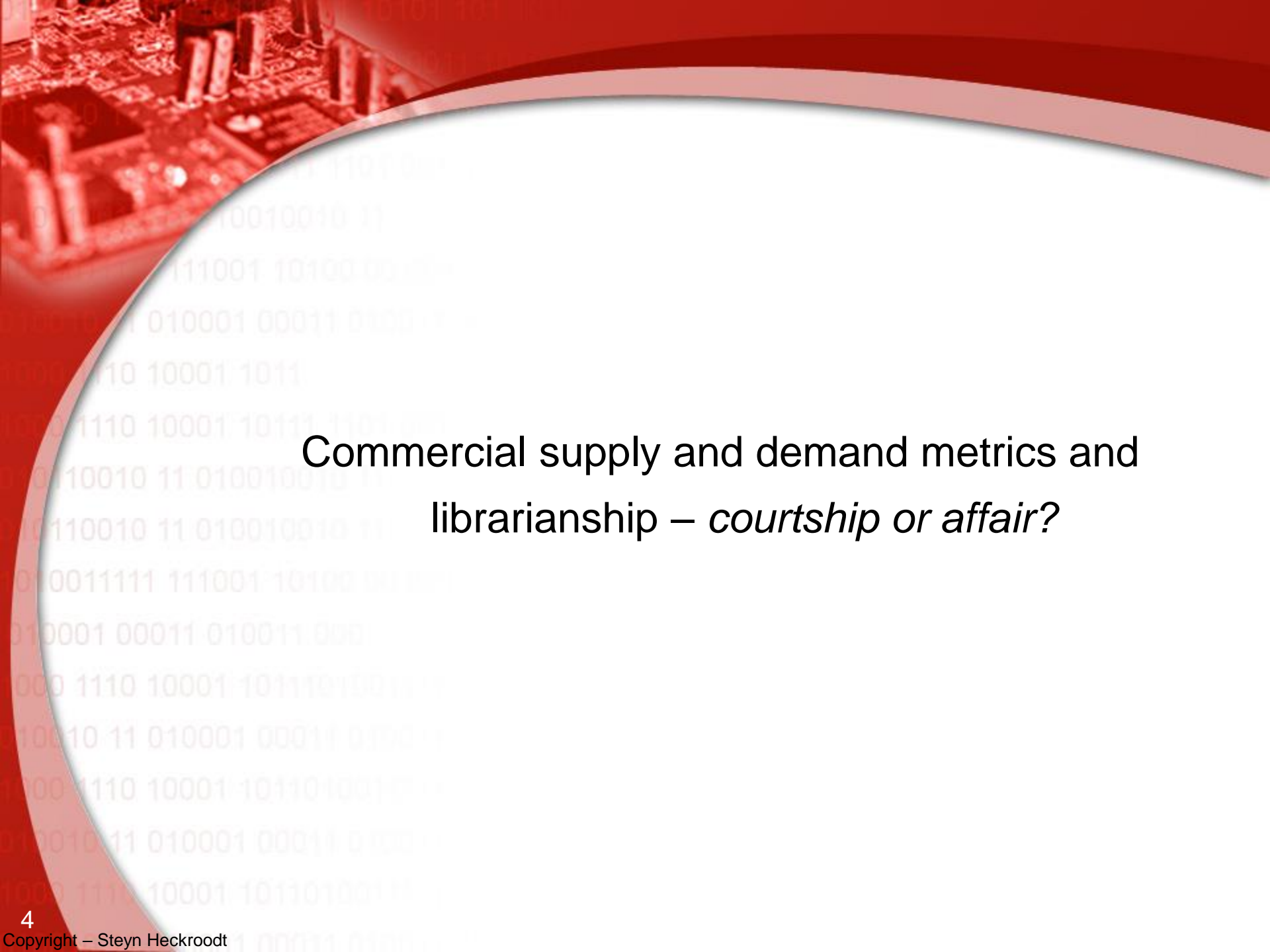


The fundamental principle in librarianship is providing a service to the user community. However, academic librarians do not associate themselves with the business principle of supply and demand. We would like for you to outline the principle of supply and demand drawing distinction between the commercial and service sector application of the principle. And – if possible for you – to relate the principle to the library environment.



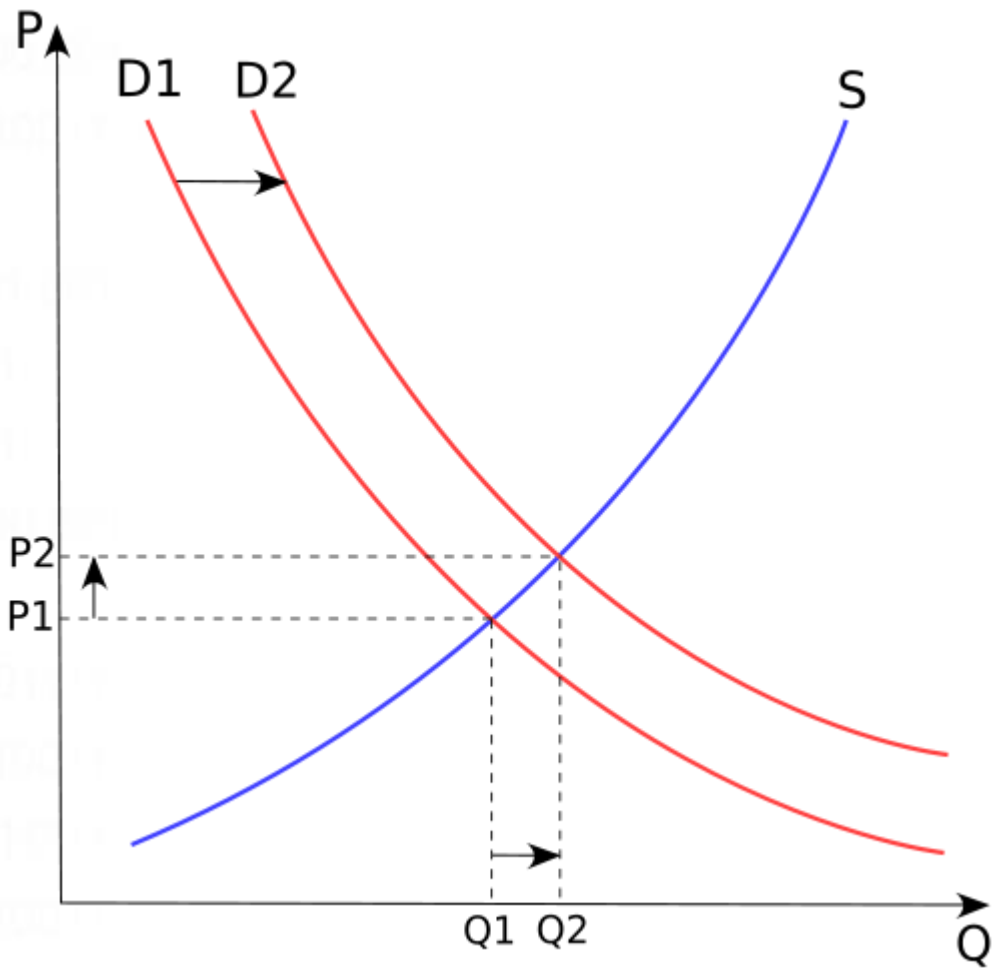
And – if possible for you – to relate the principle to the library environment.

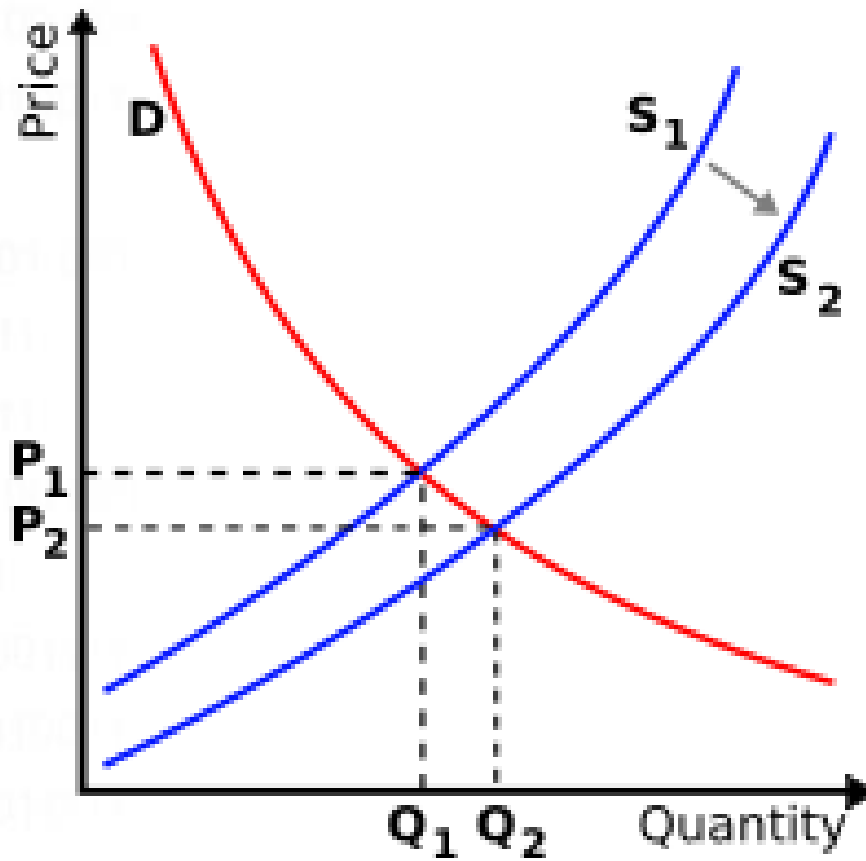
And – *if possible* for you – to relate the principle to the library environment.

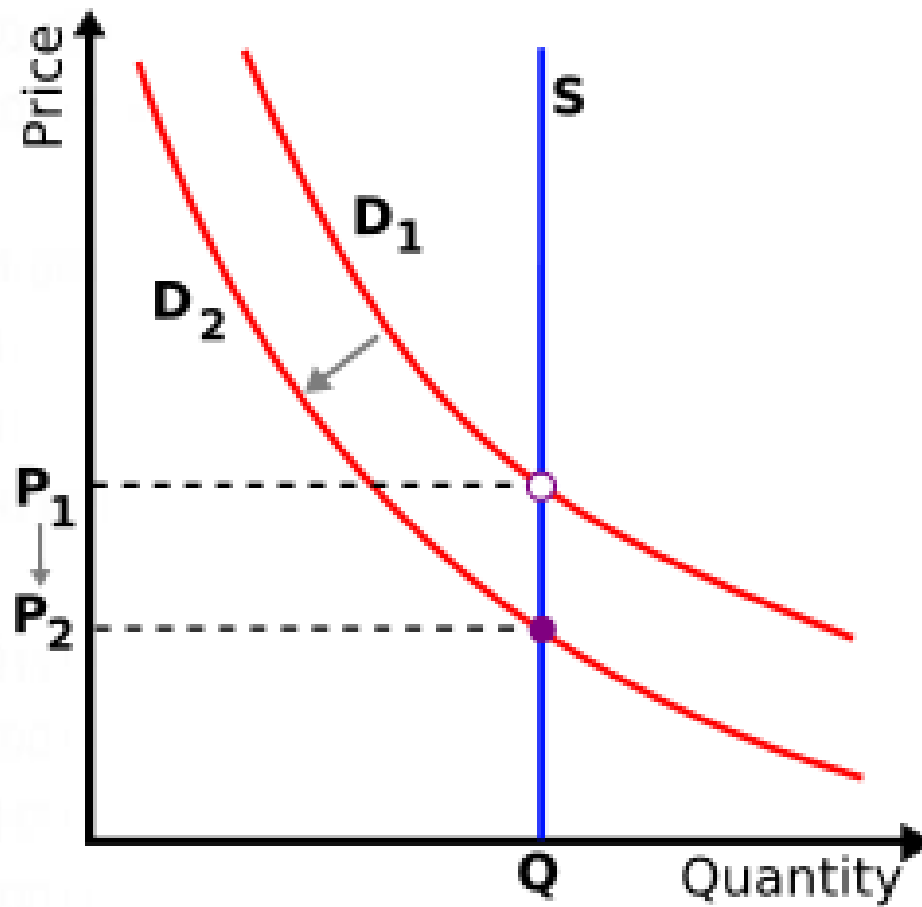


Commercial supply and demand metrics and
librarianship – *courtship or affair?*

- ❑ Supply and demand economics – tertiary, primary and secondary sectors
- ❑ The transactional pipeline – a commercial illustration
- ❑ Resource application
- ❑ The supply chain and competitiveness
- ❑ Supply and demand metrics and the librarian









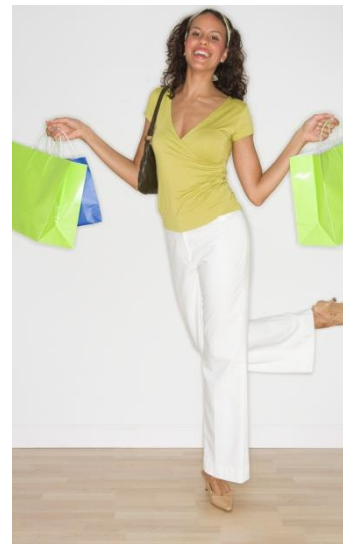
Decrease in product
variety and range

Transactional Pipeline

Ensure
competitiveness
Supply



Want - Demand



Value advantage

High

Low

Service leader

Cost and service leader

Commodity market

Cost leader

Low

Cost

High

advantage

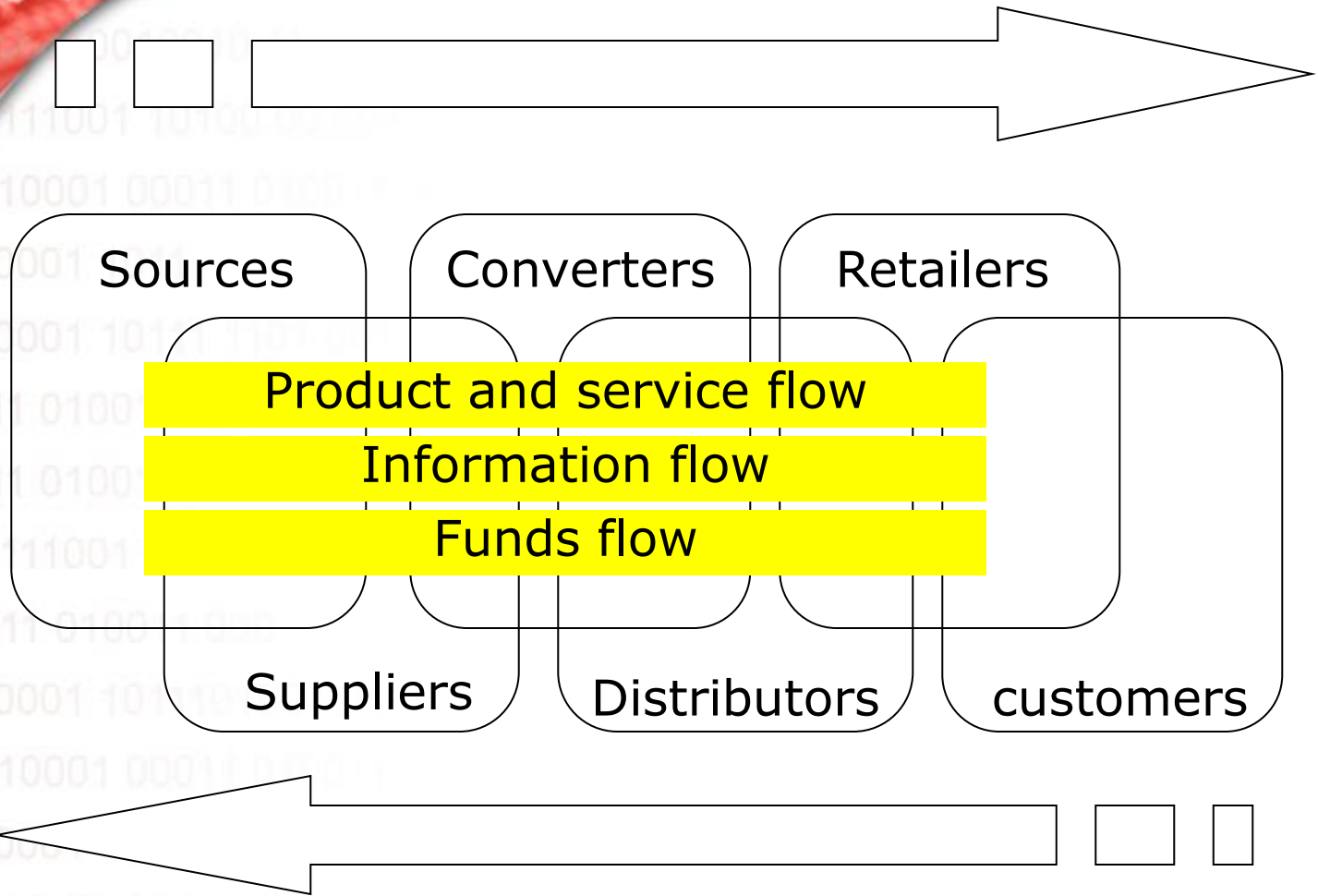
Source: Amended from Christopher, M. Third Edition. 2005. Logistics and Supply Chain Management. Pearson Education



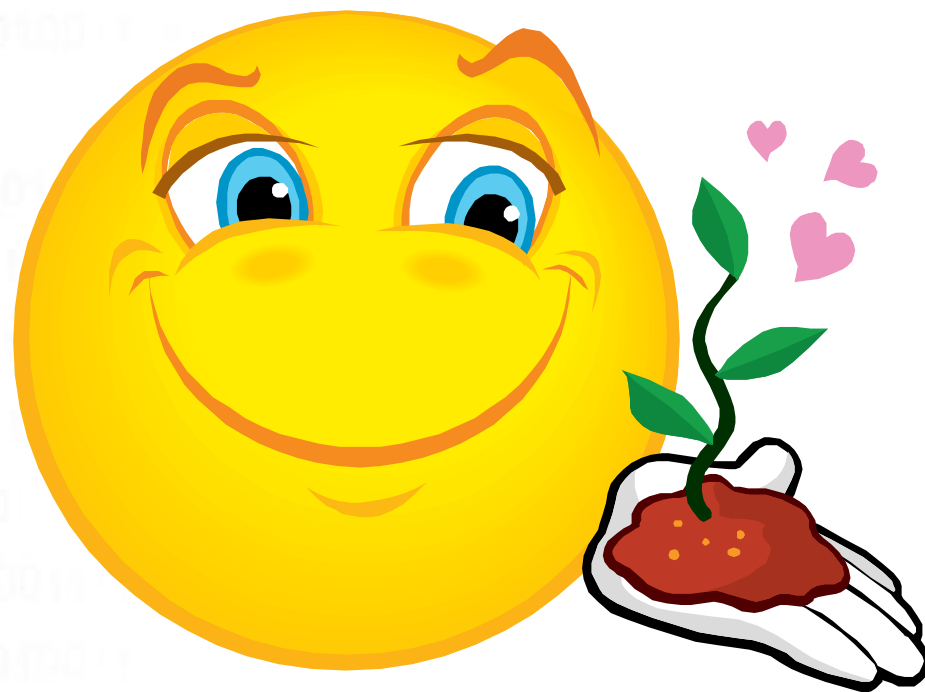
Competitiveness

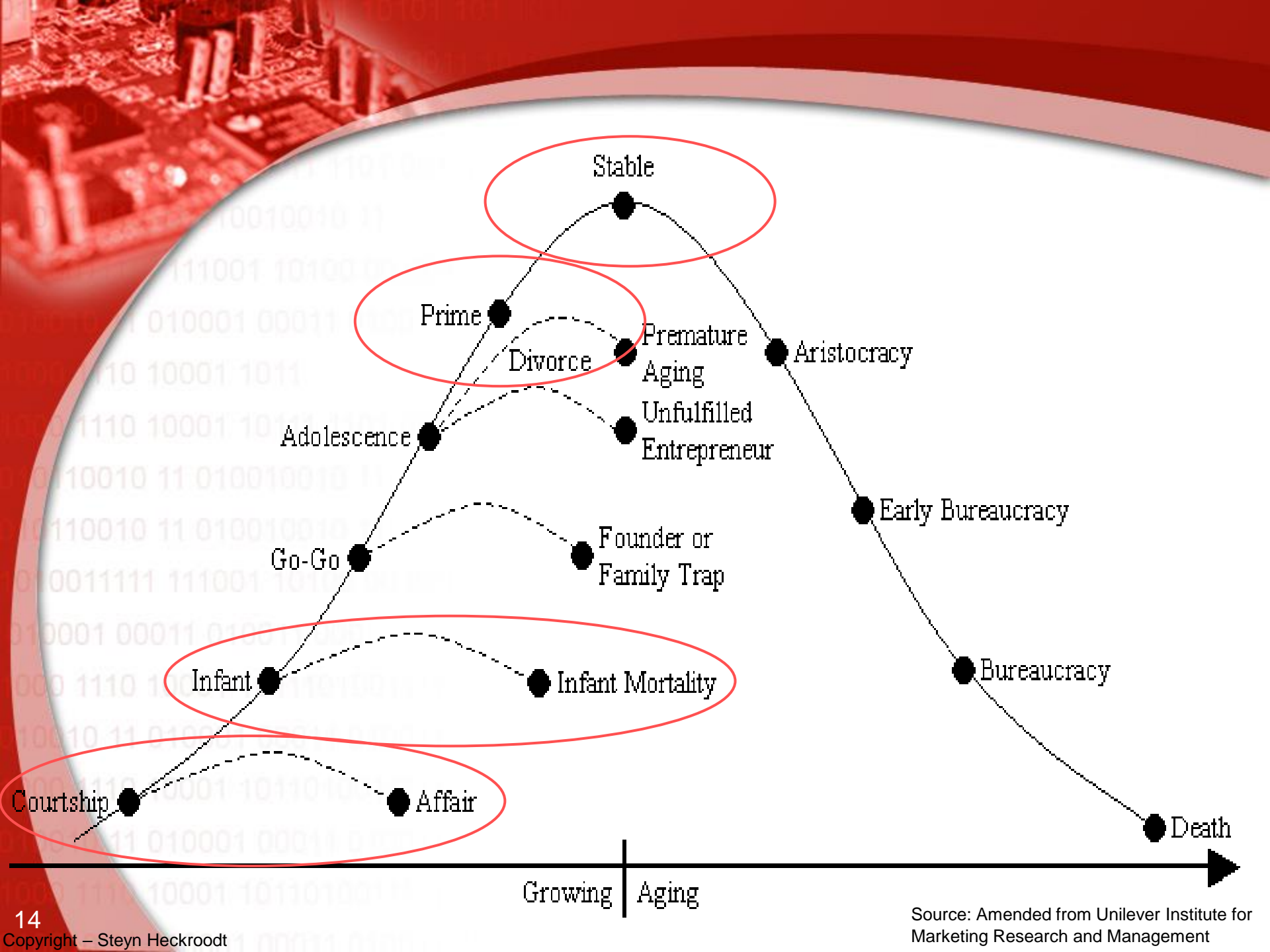
Dominant attribute

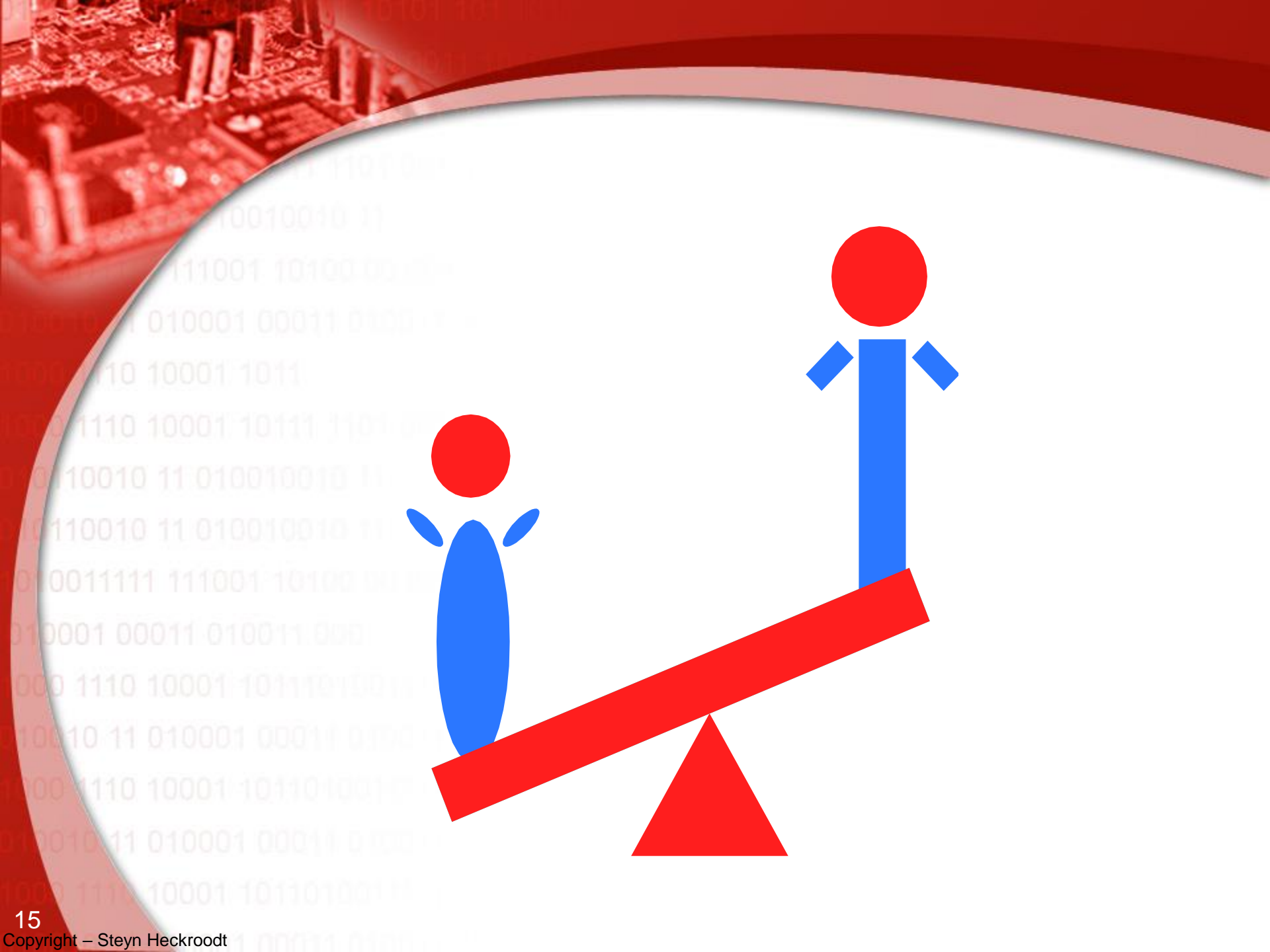




Source: Amended from Christopher, M. Third Edition. 2005. Logistics and Supply Chain Management. Pearson Education









Competitiveness

Dominant attribute



Concept
Commitment
Capability