

MOBILE TECHNOLOGIES AND SUPPLY CHAIN MANAGEMENT IN THE HOSPITALITY INDUSTRY

Abstract

Purpose – The purpose of this paper is to define preconditions and integration capabilities of the mobile business in supply chain management in the hospitality industry via mobile devices and mobile applications. Although mobile technologies are present in almost all areas, they are not used to their full potential.

Design – The paper defines the concept of supply chain management in the hospitality industry and provides information about benefits of its successful implementation. It also analyzes the role of mobile technologies and mobile applications in supply chain management in the hospitality industry that bring numerous benefits starting with cost reduction, increased functionality, productivity, efficiency and ending up with satisfied users of logistics products in the hospitality industry.

Methodology – Based on an extensive literature review, the authors propose new solutions (BYOD) in the field of mobile business and the impact of mobile technologies and mobile applications on supply chain management.

Findings – The paper introduces new trends in the field of mobile technology and emphasizes their importance and role in the management of modern supply chain.

Originality – The article highlights the benefits of the application of mobile technologies and mobile applications in the management of modern supply chain. The paper can also serve as a basis for further research in the area of application of mobile technologies in creating logistics products in the hospitality industry.

Keywords supply chain management, hospitality industry, mobile technologies, mobile apps