



Axia Value Chain Index

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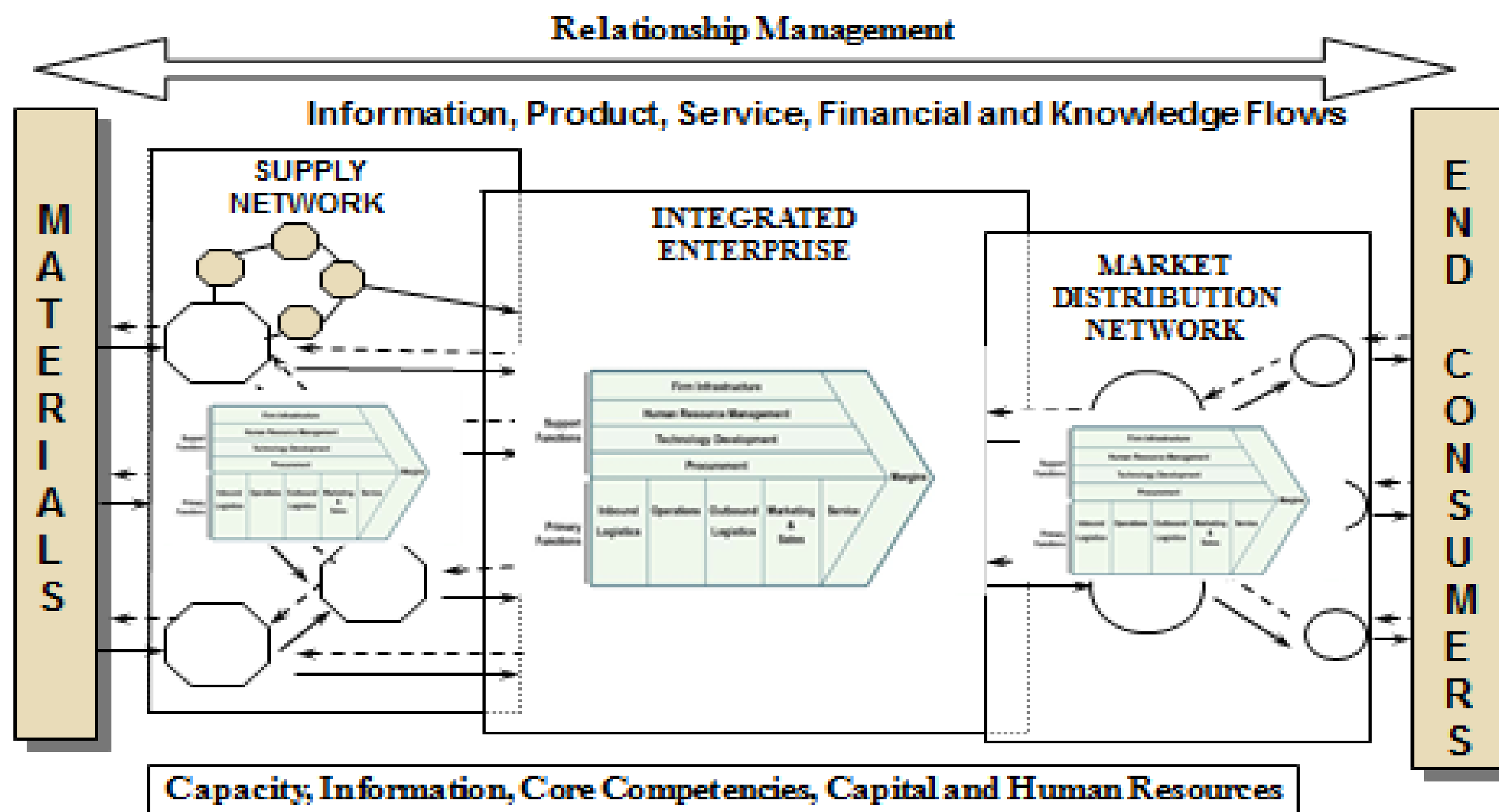
1. Research Project and Axia Theme

The Value Chain Index research aligns with the Axia Institute's strategic plan through its focus on developing new tools for value chain management; assessing, monitoring, and managing integrated value chain solutions; and providing high visibility and sustainability to the Axia Institute. The research efforts will translate into high value information for the Axia Institute key stakeholders and others.

MSU's end-to-end integrated value chain model includes multiple company collaboration and linkages and expands the scope of MSU's end-to-end supply chain model. Information, product, service, financial and knowledge flows are represented in the end-to-end value chain model through the collaboration or linkage across upstream and downstream value chain partners. The end-to-end integrated value chain model illustrates performance as perceived by the consumer all the way back to commodity raw material providers. Model value chain decisions are based on benefits achieved across the multi-firm end-to-end value chain.

MICHIGAN STATE UNIVERSITY

End-to-End Integrated Value Chain Model



2. Value Created

The value created by the Value Chain Index research includes:

- Publication of the annual Value Chain Index report will provide insight into industry value chain trends or patterns
- Innovative firm-specific value chain assessment approach will be included in an executive education service designed for potential Axia Institute partners
- Executive education will be focused on value chain assessment of firms to assess their own value chain performance
- The Value Chain Index and complementary industry reporting will provide excellent visibility for the Axia Institute
- The Value Chain Index computations and approach will provide state-of-the-art research opportunities for MSU faculty and students

3. Results and Future Directions

MSU will survey firms to evaluate the value chain performance of the firm and associated industry groups. The value chain assessment survey is a critical component of the value proposition for firms which participate in the Value Chain Index exercise. The survey will assess a firm's value chain performance utilizing several performance competencies. The six integrated value chain competencies include:

Competency 1: Talent/Resource/Risk Management

Competency 2: Internal Integration

Competency 3: Customer Partnerships

Competency 4: Supplier Partnerships

Competency 5: Technology/Operating Discipline/Business Process

Competency 6: Measurements/Governance/Strategy/Collaboration

The value chain assessment survey data will be complemented with a combination of quantitative data from key data sources to establish a comprehensive analysis of the state of maturity of industry value chain performance. MSU will compute the overall performance for each value chain competencies after all survey and quantitative data are collected and analyzed. MSU will then compute the Value Chain Index for each industry classification. The industry specific Value Chain Index computations will be based on the appropriate weighting of value chain competencies for each respective industry.

The Axia Institute will publish their annual Value Chain Index report by industry and provide insights into trends or patterns. The Axia Institute will also highlight that individual firms may participate in an exercise to personally assess the value chain performance for their firm's value chain systems.

4. Project Plan

Timing	Project Plan Activity	Status
Summer 2016	Research Existing Indices	Completed
Fourth Quarter 2016	Design and Pilot Value Chain Assessment Survey	In-Progress
First Quarter 2017	Data Analysis for Value Chain Index Computations	In-Progress
First Quarter 2017	Value Chain Index Working Session with Firms	In-Progress
Third Quarter 2017	Value Chain Index Pilot Launch	TBD
MRIVCC Summit 2017	Value Chain Index Roll-Out with Workshops	TBD