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Nota di contenuto	1. Introduction to Fashion Supply Chain Management in Asia -- 2. Regional Comprehensive Economic Partnership (RCEP): Impact on the Integration of Textile and Apparel Supply Chain in the Asia-Pacific Region -- 3. Sustainability Issues in Asian Fashion Supply Chains: Retailers versus Suppliers -- 4. Cashmere Value Chain in China -- 5. Existence and Causes of Bullwhip Effect: An Empirical Study on a Designer Footwear Supply Chain -- 6. Application of Human Rights Due Diligence and the LeanIn Concept for Addressing Pregnancy-Related Discrimination in Cambodia's Garment Sector -- 7. RFID embedded Smart Washing Machine Systems in the Big Data Era: Value Creation in Fashion Supply Chain -- 8. The Value of Online-to-Offline Channel for Start-up Fashion Designer Brands: Lessons from China -- 9. The Impacts of Transshipment on Dual Channel Coordination: a Fashion Company Case Study in China. .

This book serves as a comprehensive guide to understanding the theories and applications in managing the Asian fashion supply chain, presenting both quantitative and exploratory studies. Providing academicians and practitioners insights into the latest developments and models, it also offers diverse perspectives on areas like strategic sourcing, quick response strategies, and other essential parts of the supply chain. Bin Shen is an Associate Professor at Donghua University and a Humboldt Fellow. His research interests include fashion supply chain and operations management. He has published research articles in numerous leading journals, such as *Production and Operations Management*, the *Journal of Business Research*, *International Journal of Production Economics*, and the *International Journal of Production Research*. Qiangliang Gu is a Full Professor at Donghua University and the Director of the Research Center for Textile Economics. His research interests include textile and apparel value chain. He has published research articles in several leading journals, such as the *American Economics Review*, as well as a number of books on the fashion business in Chinese. Yixiong Yang is a Full Professor at Donghua University. His research interests include fashion manufacturing, marketing, and supply chain. He has published various research articles and books on the fashion business in Chinese.
