



Distribution & Supply Chain Problems: Participative Paradigm Empirical Approach

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Abstract: In the today's world, supply chain and distribution play a significant role in the firm businesses. This research aim is to describe supply chain and distribution problems. The researchers have established many numbers of ontological models to describe their own perspective. The inductive approach is used for the development of theory process that begin with observation of particular instances and finds to build, establish generalizations about the phenomenon below investigation. As well as, deductive approach of research is used for process of theory testing, which commences with an established theory or generalization and finds to look if the theory is able to apply into particular instances.

Keywords: Supply Chain Management, Distribution, Paradigm, Inductive Theory

1. Introduction

This research article proposes the usage of the participative phenomenological paradigm in the research of qualitative for empirical inquiry to relate and established theory to practise. The scientists have established various numbers of ontological models to explain and describe their own perspective. Every is connected to an epistemology, deals with how perceived by the world and the association, relationship among the unknown view and the researcher. Thoughtful contemporary issues of distribution management global supply chain. Specifically in the textile industry has become a great area of research interest [1-2]. Get an in-depth knowledge and meaning of the textiles industry globally has led to use qualitative methodologies of inductive due to the increase the knowledge base.

Multiple authors have mentioned and focused on the significant of understanding philosophical problems that can support and help clarify alternative methods and designs for a specific research. Gratitude of the viability and feasibility of various approaches of quantitative type and their identification is significantly important to examine and determine, which one are more suitable in practice. It is vital to know and understand different philosophical positions underlying various design and methods of research, as

problem of research may often compromise the adopted, implemented designs.

Ref. [3] article is based on perspective of philosophical, explicitly or implicitly like any human action. Overlooking issues of philosophical can affect quality of research seriously. It is very useful to explain a methodology of research and to put its methodologies into perspectives where methodology of article, research refers to the procedural framework within which the article is accompanied. Ref. [4] the main idea of the paradigm for scientific endeavour is fundamental for the process of research in all study areas. There are two different point of views "how should be conducted social sciences research" emanated from two traditions of inductive phenomenological paradigms and deductive positivism. The inductive paradigm finds to attain a big understanding of the process and phenomena under the investigation using a predominantly qualitative based methodology for example; questionnaire, case studies, as well interviews. And the deductive paradigm finds to control and forecast using a predominantly quantitative base methodology including statistical techniques or mathematical etc. Even though, there is very clear boundary & dichotomy among both philosophical perspectives, but the real research is usually based on compromises among the perspective of purely philosophical.

2. Belief Factors of Distinctive Research Methodologies

Ref. [5] suggest that in the research, methodology can be divided in two parts: empirical and analytical. The method of empirical is based on statistical sampling, experimental design or case studies. And analytical methods are again divided in to parts as mathematical, conceptual or statistical and empirical methods. The results of categorizing the research as per the research methods adopted are illustrated in Table 1. where maximum researches were categorized as per empirical case studies, analytical or empirical statistical sampling.

The inductive approach is used for the development of theory process that begin with observation of particular instances and finds to build, establish generalizations about the phenomenon below investigation. As well as, deductive approach of research is used for process of theory testing, which commences with an established theory or generalization and finds to look if the theory is able to apply into particular instances. Ref. [6] discussion between the scientists may be mapped by seeing at three major ontological positions: nominalism, representationalism/Positivism and relativism. The representattionalism focus over quantitatively evaluating the phenomena, which has been developed while the relativist assumes time to time and place and in the last the nominalism haves the names & labels, we attach to experiences and events as critical. The quality should be judge differently by researchers for the different types such as; the representationalist finds the results of research as accurate as reflection of reality in term to forecast an output and thereby control the variables to the advantage of the activity. While, the relativist usually like to confirm that a big sample of answers, viewpoints has been collected into account and the nominalist get more care regarding who influenced their acceptance and also where the labels came from. The relativist and nominalist are finding to attain big understanding and thereby attain big knowledge.

Table 2 shows a connection to epistemology, which illustrates the characteristic of the methods as well position the research has been used. They main concept of positivism is that the social view exists externally and that its properties should be measured by methods of objective rather than being inferred subjectively by sensation, intuition or reflection.

Table 1. Research Methods.

Research Strategy		Count
Analytical	Conceptual	39
	Mathematical	7
	Statistical	0
	Experimental Design	0
Empirical	Case Studies	23
		31
Total		100

By the relativist position the assumption is usually more difficult to attain direct access towards reality as multiple

perspectives normally will be used, both by surveying and experiences of samples (individuals) and method of triangulation. The spirit of social constructionism is the concept that actuality is resolute through people not by external factors and objective. Its emphasize over the method and different ways that people do and make sense of the world, especially by appreciate the different constructions and sharing their life experiences as well meaning that people place over their experience. In the Table 3. illustrates the methodological consequences of dissimilar epistemologies with the field of social science [6-8].

The approved epistemology several times leads to the approach most suitable to explaining and defining the grounds of knowledge as well the relationship among the researcher and the known view used. Ref. [9] simplify the paradigms of non-positivist and positivist phenomenological methods of subjective-objective direction. Ref. [10] advised for positivists a world view with an objective actuality existed with research based on procedure used in the field of natural science usually by quantitative methods. On the other hand, the phenemenological paradigm is subjective and more interpretive and use a common approach with a method of qualitative where the research can only be understood from the individual base. Who are more involved and participated in the activities directly.

Ref. [11] said that in the old view the dichotomy among quantitative and qualitative is that quantitative enquiry usually and generally used a process of deductive. However enquiry related qualitative commonly used the process of inductive. In the process of inductive approach is a development theory process to build generalizations regarding the phenomenon under investigation with explanations and observations of specific instances. This approach is based on theory testing to check if the theory is apply over the specific instances commencing with a generalization or already well-established theory. While this general difference is it difficult to accurately explain, describe the process, which taken through qualitative as well quantitative researchers in their practice. The methodologies of both quantitative as well qualitative can lead to valid and accurate findings in the research. Neither method need rely over the other as its respectability's source. Similarly, which approach to reasoning –inductive or deductive – both are right; and depend over the research endeavours. Ref. [12] what is needs in a research programme is not on a stage of qualitative, followed by a quantitative stage, but an inductive steps followed through a deductive stage. Several researchers agreed there, there are no any ideal and favourable solution, only a series of compromises in the research. Ref. [12] one more approach, which is less popular is “Abduction” means neither completely inductive nor deductive; it is the mixture of the box approaches. We have summarises in the table. This approach, it is generally understood as reasoning from the effect causes, explanations and might be said to furnish the reasoned with the theory of problem, which induction could be verify. Developed a control and planning framework for responsive agile goods of textile items produced on higher

cost economies like UK and Europe and then supply to local market, retailer.

Table 2. *Ontologies and Epistemologies.*

Ontology	Representationalism	Relativism	Nominalism
Truth	Is determined through verification of predictions.	Requires Consensus between different viewpoints	Depends on Who establishes it
Facts	Are Concrete, but cannot be accessed directly	Depend on Viewpoint of observer	Are all human Creations
Epistemology of Social Science	Positivism	Relativism	Social Constructionism

Table 3. *Methodological Implications of Different Epistemologies.*

Elements of Methods	Positivism	Relativism	Social Constructionism
Aims	Discovery	Exposure	Invention
Starting Points	Hypotheses	Suppositions	Meanings
Designs	Experiment	Triangulation	Reflexivity
Techniques	Measurement	Survey	Conversation
Analysis/Interpretation	Verification/Falsification	Probability	Sense-making
Outcomes	Causality	Correlation	Understanding

After in-depth study of the philosophical argument for using, adopting a specific epistemological paradigm, now we find to discuss the methodologies engaged in distribution management and supply chain related research.

3. Research in the Field of Supply Chain

Today's it has become a trend to use qualitative approaches in the management research to gain in-depth knowledge of the subject. Mostly researches in the field of supply chain used the method empirical observation as well as case studies. A

several number of surveys of businesses in local areas have been conducted but observed the absence of experimental design; may be due to the multidisciplinary nature of SC which is difficult and complex to differentiate and control all variables, specifically cultural and social constructs. Ref. [13] advice the usage of cross-functional and multi-disciplinary methods based on systematic thinking where the problems are usually shown on the basis of real world problems. Many research related with the field of distribution management is dominated by methodologies of quantitative that aim to extrapolative and predictive. While it does not mean that a paradigm of positivist or majorly quantitative methods should automatically be the obvious choice in that subject area. The volume or usage of inductive and mix approach is increasing fast. The major hurdles are for survey research to add-in the methods of qualitative to expand the greatness of the investigations. Mainly surveys are using positivist method and very few and limited capture all complex phenomena that exist in the activity of modern demand management, while it has been observed, it is the researcher's trend to use various methods in different disciplines.

Table 4. *Summary of Three Research Approaches.*

Indicators	Deduction	Induction	Abduction
Research process	Starts with a strong theoretical footing prior to empirical research	From a specific empirical case or a collection of observations to general law	Start from a "puzzling" observation or the deliberate application of an alternative theory and the empirical data collection and theory building phases overlap in a learning loop.
Research aims	Test theoretical knowledge	Developing theory	Suggest new theories.
The point of introducing hypotheses or propositions (H/P)	Develops H/P before the testing and generalizing the results	H/P are developed on the basis of the empirical study instead of prior theory	Generalizes H/P to new knowledge in the end but need to apply these H/P in further empirical studies.
Research methods in logistics	Ranging from (quantitative) methods including simulations, model building and statistical surveys to (qualitative) structured interviews	Surveys including open-ended questions can also be used for exploratory purposes for data mining (are not necessarily); other quantitative methods like mathematical and simulation models can also be inductive if they are built on the basis of empirical evidence, e.g. in a case study; and most employed inductive-qualitative case study research.	Action research and constructive research with the application of findings; some quantitative methods even mathematical and computational modelling can be abductive; qualitative case studies.

The next part will develop the further discussion on realism as a valid methodology of qualitative with the perspective of distribution management and supply chain problems and proposes the paradigm of participative as a valid substitute.

4. Rationale for Realism

According to the many authors realism is recommended for qualitative researchers to use in the research of marketing as the most preferred paradigm for case base research study.

Ref. [13] in the research, used popper's theory of the three worlds ontological assumptions explaining world one as positivist as well consists of material things, objective; world two is more related to critical theory and constructivism and is the subjective mind's world, and the third world is more relevant with realism and consist of abstract that are born of people's minds but exist independently of any individual person. They distinctive realism's third world from world one and the world three, although did not specify if it is objective, subjective or others. While, the participatory worldview provides the concept of subjective-objective reality, it is objective due to the mind interprets the cosmos which it shapes. It is subjective due to its known by the form the minds gives it [14-16].

The realism (epistemology) has focused that an activist viewpoint for realism is a window to actuality by which a real picture might be triangulated with other viewpoints. Therefore, realism depends over multiple perceptions about a single reality. However, the constitution of "multiple viewpoint, perceptions". Ref. [17] shown more clearly four interdependent methods for the knower to participate into the known, a world articulate, which are presentational, practical propositional and experiential. Those main four types of knowing constitute the manifold of acknowledging, their components and using them in relationship, association with, or from each other dissociation.

These methodologies uses in realism are narrowly fixed often with the study case however participatory inquiry adds case based studies. There are several different forms of participative inquiry like action inquiry, action science, research of participatory action, some forms of feminist inquiry, research of emancipatory action fourth generation evaluation, appreciative inquiry, and intervention research and so on. Almost 35 varieties has been recognized of "participative action inquiry" worldwide [17-21]. Over the last more than 20 years, the participative worldview has reinforced word on cooperative inquiry and other forms of actions.

5. Participative Paradigm

The research of qualitative is multi-method emphasized a naturalistic and interpretive approach to its subject matter. So in it means that, the researcher, qualitative research's things in their natural setting, attempting to make sense as well to interpret phenomena in order of the meaning people take to them. The research of qualitative include that studied use and collection of a diversity and range of empirical materials-personal experiences, case studies, introspective life stories, observation & interviews, visual texts and interactional – that explain problematic and normal moments. Ref. [22-24] the researchers of qualitative deploy a vast variety of interconnected approaches, methods, hoping to get a good fix on the subject matter on hand. Ref. [16] in the selection of research paradigm from which to method & design both the nature of substantive problem of research and the objectives of research were considered.

The inquiry of phenomenological is depends over the participation in the life of real-world to provides an excellent understanding the emergent features of distribution management and supply chain management. The paradigm participative is an evolving worldview which sees human beings as co-creating their reality by participation like as their imagination, thinking, action experience and intuition. The worldview is on the heart of inquiry methodologies this focus participation like a main strategy. Ref [18] discuss that a worldview (participatory) is articulated depend over a propositional as well practical ways of knowing a methodology depend over cooperative associations, relationships among co-researchers. The worldview look human beings as a co-creating them reality by participation in-addition of imagination, experience, intuition, action and thinking. The reality of participation is an item moving among individual and collective mind. The knowledge come-in for do action. This epistemology implicates, the basic output of this inquiry is a change in the lived experience of those included in this inquiry. It compares to participants through the way where participants are empowered to explain their world in the service of what they see as an interest of worthwhile. Consequences, they need to change their world in crucial ways, by action- like as developing a latest form of holistic practice of medical- building a road towards village-developing a sense of competence and empowering. In the industry of retail, and also fashion cloths industry involve people working closely with customer's wants; by effective delivery as well efficient processes. The paradigm participative is suited to finding how these interactions exist and the learning, advantages of their encounters.

Ref. [18] there are three main approaches for research participative inquiry process:

- 1) Participatory action research
- 2) Co-operative inquiry
- 3) Action inquiry

He accepted that, yet there are other closely relevant forms of participative inquiry methods left for example; appreciative inquiry, emerging varieties of action research applied anthropology, critical ethnography and research partnership. In engaging the participative paradigm in practice of distribution management and supply chain management area research's areas that incorporate vibrant and fast moving activities usually with a global context in order to value adding activities. The global supply chain, like clothing item is a complex process and also diverse that involves the movement of products as fabric and related information across countries, regions, and continents. Mostly the cultural factors as well social factors, and understand to the processes are also very significant and crucial factor to influence over management activity and performance. There are various methods in SCM (supply chain management) in the clothing industry, customer relationship and innovation are significantly contribute into the effectiveness of supply goods. Therefore, the paradigm participative can be a vital and important approach of research to attain big detailed knowledge and understand from the phenomenon being

studied and investigated [24-27].

6. Conclusion

Only because of having a philosophical discussion about the paradigms, as well how our world view influences the research we do and conduct. Ref. [20] now may we open eyes for non-traditional types of research. Because-off this aspects research paradigms affect the beliefs regarding the nature of reality (ontology) within the paradigm drive as well how the knowledge regarding that reality is sought (epistemology). In short, these beliefs then run the techniques of research (methodology selection for research). Through analysis, comparing different beliefs as well the world views the participatory paradigm is illustrated to be relevant. It focused participation as a main strategy depend over subjective objective ontology, propositional, an extended epistemology, presentational, and practical approach of knowing, as well a methodology based on cooperative associations among co-researchers. Through reviewing the literature reviews of supply chain and distribution management, the lack-ness of mixed methods has been illustrated to have an adverse impact over the development of the field. While, these all methodologies have been established using multi-methodology approach, which may give triangulation and therefore academic rigour to theory development in the field. It has been illustrated that, participative paradigm may contribute as a legitimate and rigorous methodology of research underpinning academic development of in-depth knowledge as well understanding.

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