## Contents

### Part I  Introduction

**The Evolution of Quick Response Programs** ........................................... 3  
Matthew J. Drake and Kathryn A. Marley

**Impact of Information Systems on Quick Response Programs** .............. 23  
Robert Setaputra, Xiaohang Yue, and Dongqing Yao

**Fast Fashion: Achieving Global Quick Response (GQR) in the Internationally Dispersed Clothing Industry** ............................... 37  
Bart L. MacCarthy and P.G.S.A. Jayarathne

### Part II  Modelling and Analysis of QR Programmes

**Procurement Flexibility under Price Uncertainty** .............................. 63  
Qi Feng and Suresh P. Sethi

**The Value of Information in Quick Response Supply Chains: An Assortment Planning View** ................................................................. 91  
Hajnalka Vaagen and Stein W. Wallace

**Improving Revenue Management: A Real Option Approach** .............. 123  
Wai-Ki Ching, Xun Li, Tak Kuen Siu, and Zhenyu Wu

**Supply Chain Scheduling under Quick Response** ............................... 141  
Xiang Li and Yongjian Li

**Dynamic Pricing of Seasonal Product without Replenishment: A Discrete Time Analysis** ................................................................. 159  
Zhongjun Tian

**Supplier Selection in Make-to-Order Manufacturing** .......................... 181  
Jinfeng Yue, Yu Xia, Thuhang Tran, and Bintong Chen
Part III  Enabling Technologies for QR Programmes

Enhancing Responsiveness for Mass Customization Strategies through the Use of Rapid Manufacturing Technologies ..........................205
Hartanto Wong and Daniel Eyers

Innovative Process in E-Commerce Fashion Supply Chains .................227
Margaret Bruce and Lucy Daly

The Next Generation Demand Network in Quick Response Systems: Intelligent Products, Packet Switching and Dynamic Information ..............................................................243
Jeff Barker and Gavin Finnie

RFID’s Applications in Quick Response Systems ..................................265
Xiaowei Zhu, Samar K. Mukhopadhyay, and Xiaohang Yue

Enterprise Resource Planning Systems for the Textiles and Clothing Industry .............................................................279
Patrick C.L. Hui, Kidith Tse, Tsan-Ming Choi, and Na Liu

Simulation-based Optimization of Inventory Model with Products Substitution ..............................................................297
Di Huang, Qiu Hong Zhao, and Cheng Cheng Fan

Part IV  Applications and Case Studies

Fast Fashion: Quantifying the Benefits .............................................315
Warren H. Hausman and John S. Thorbeck

Divide and Conquer: From MTO to ATO/MTO .................................331
Ying Wei, Frank Y. Chen, Mark Lee, Houmin Yan, Kenneth Kong, and Chi Ho Ng

Quick Response Practices in the Hong Kong Apparel Industry ..........355
Pui-Sze Chow, Tsan-Ming Choi, T.C.E. Cheng, and Shuk-Ching Liu

Efficient Response Systems with RFID Technology: Cases in China .................................................................369
Hongwei Wang, Shuang Chen, Yong Xie, and Qing Ding
The Emergence of the Fast Fashion Business Model and Imposed Quick Response Challenges for Chinese Fabric Manufacturers ..........................................................................................387
Jennie Hope Peterson, Jimmy Chang, Yiu-Hing Wong, and Carl A. Lawrence

Innovative Mass Customization in the Fashion Industry .........................423
Ho-Ting Yeung, Tsan-Ming Choi, and Chun-Hung Chiu

Improving Allocation of Inventory for Quick Response to Customer Orders: A Case Study .................................................................455
Tej S. Dhakar, Charles P. Schmidt, and David M. Miller

Index .................................................................................................................465