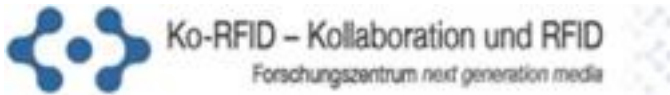


Online Survey Needs Participants - RFID in Logistics, Supply Chain Management: Successful Introduction Aspects

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Because of the enormous possibilities where it can be applied, RFID technology is one of the most promising innovations in logistics and supply chain management. In recent years, numerous RFID projects have been initiated – ranging from small feasibility studies to cross-company implementations. While some of them are in productive use, others were stopped because of technical problems or absence of economic success. This raises the following questions about the influencing factors for a successful RFID introduction:

- What impact does the applied implementation strategy have?
- Does how partners are chosen play a decisive role?
- Which factors are responsible for the failure of most RFID projects?
- How can possible imbalances in the distribution of costs and benefits among different companies be overcome?

Researchers at Humboldt-Universität zu Berlin and Technische Universität Berlin are working towards answering these questions within the Ko-RFID project. Please support us by taking part in our study: RFID in Logistics and Supply Chain Management – Aspects of a Successful Introduction: www.ko-rfid.de/survey

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Ko-RFID is a research project sponsored by the German Federal Ministry of Economics and Technology. Generally speaking, the project covers RFID and collaboration, and the impact of the former on the latter within the supply chain. The

project is divided into 9 sub-projects, each approaching the main research questions from a different angle.

Partners who work on this project are: Gerry Weber AG, Daimler Chrysler AG, Gustav Wellmann GmbH & Co. KG, SAP AG, Technische Universität Berlin (Logistics), Humboldt-Universität Berlin and Otto-von-Guericke-Universität Magdeburg

[You can find this press release here](#)