

THE BULLWHIP EFFECT: REFINED AND REDEFINED

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ABSTRACT

The bullwhip effect has usually been explored between inter-organisational stocking levels. Recently, it has also been explored within intra-organisational stocking levels. A still broader descriptive framework is however missing, one that positions the bullwhip effect construct in intra- and inter-organisational, as well as intra- and inter-channel, stocking levels in and between value chains and value systems. This paper describes a conceptualisation of the multiple facets of the bullwhip effect between stocking levels within and between value chains and value systems. The principal contributions are – a) a typology of stocking level variability; b) a dynamics model of the bullwhip effect construct; c) a framework that describes different levels of analysis of the bullwhip effect; and d) a re-definition of the construct – within or between value chains and value systems. Research proposals are provided that go beyond current definitional boundaries and state-of-the-art research of the bullwhip effect.