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The Business Process Management Map – an Effective Means for Managing the Enterprise Value Chain

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Abstract

The paper aims to map business engineering and management with the aid of process reasoning that enables coherently integrating two essential dimensions of any industrial organization: the management, with clear responsibility for coordinating the work system and the functional areas, being in charge with executing specialized operations, according to relevant rules, regulations, and procedures. The authors proposed an effective reasoning for managing the enterprise value chain, considering a highly dynamic sector "Cosmetic and personal care industry" that represents a key driver for boosting the competitiveness of business market.

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1. Introduction

Today's business market is facing with a tough competition emerged from accelerating innovation, fast evolving technologies, shortening of product life cycles coupled with digitalization of products, and strong globalization effects. One of the key sector that pay great attention to these dynamic issues is referred as the cosmetic and personal care industry since it has to successfully satisfy the changing customers' expectations for quality, health and well-being.

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