

## Development of an Integrated System of Marketing Solution and Supply Chain Optimization in Refinery Industry

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The adoption of Supply Chain Optimization techniques in refinery industry is growing at a tremendous speed. Marketing, simultaneously, continues to be a critical function. Supply chain management has been regarded as a back-end function, but customer relationship management, an important factor of marketing, has been thought as a front-end. These two are implemented separately. An integrated approach to both customer relationship and supply chain management helps firms get advantages. Particularly, in refinery industry Marketing is related to oil transportation strongly. We suggest an effective strategy for companies to develop an integrated demand and supply chain.

### Acknowledgements

This work was supported by the IMT 2000 (project number: 00015993) in 2003 and BK21 project.