How does firm context influence automotive order fulfilment?
A structured review of current knowledge

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Abstract
How does firm context influence automotive order fulfilment? Recent automotive studies provide strong indication that firm context complicates how order fulfilment systems work in practice and that depending on context, general causal links might not apply. We perform a structured review of 39 studies in Production economic and Operations management literature to shed light on the link between context, management interventions, underlying mechanisms and outcomes. Our study makes three main contributions: First, we provide an overview of key studies and findings on automotive order fulfilment. Second, we extract a categorization of central results on the contexts, interventions, mechanisms and outcomes discussed in these studies. Third, we offer design propositions that link the interaction between specific contexts, mechanisms and outcomes and discuss three selected ‘archetypes’ of order fulfilment that provide functionally equivalent solutions to firms in different contexts.

Key words: Order fulfilment, Automotive industry, Design Science Methodology, Literature Review