

Strategies for Managing Agile Sustainable Supply Chains

Fawzy Soliman

UTS Business School, University of Technology, Sydney
fawzy.soliman@uts.edu.au

ABSTRACT

The new sustainability paradigm has presented organisations with further challenge of providing sustainable goods or services to customers while at the same time maintain healthy return on investment. Sustainability challenges could be addressed by implementing strategies for managing activities during the supplier to customer chain (*forward supply chain*) as well as in the customer to manufacturer chain (*backward supply chain*).

This paper proposes that managing the two Supply Chains i.e. *forward supply chain* and *backward supply chain* could begin at the early stages of design of products and/or services.

The proposal presented in this gives rise to *Agile Sustainable Supply Chains*. Factors critical to the management of *Agile Sustainable Supply Chains* are discussed.

Accordingly, this paper examines the impact of *Agile Sustainable Supply Chains* on organisational competitiveness and performance. The paper also present results of a study in assessing how *Agile Sustainable Supply Chains* could lead to innovation way to create value for customers that is, a way to help customers obtain value for the goods and/or services in a sustainable business environments.

The paper also considers key *Agile Sustainable Supply Chains* processes in those successful companies and examines how *Agile Sustainable Supply Chains* have resulted in delivering value to customers and created opportunities to:

1. Address the needs of customers in sustainable economies.
2. Leveraging sustainability in the company's business model around innovation.
3. Respond to a shifting paradigm of sustainability driven competition.

Keywords: Supply Chains Management, Sustainability, Innovation, Competitiveness.