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ARTIFICIAL INTELLIGENCE: A WINNING STRATEGY IN SUSTAINABLE SUPPLY CHAIN EDUCATION

Dr. Ijaz Yusuf, Department of Operations and Supply Chain,
Dr. Hasan Murad School of Management, University of Management and Technology, Lahore
Pakistan

Abstract

The use of artificial intelligence (AI) in sustainable supply chain strategies is thoroughly examined in this research paper. This research intends to clarify the effectiveness, opportunities, difficulties, and suggestions for integrating AI technology in sustainable supply chain management by a systematic assessment of the literature, analysis of case studies, and synthesis of significant findings. The results show that AI is essential for boosting social responsibility, cutting waste, lowering environmental impact, and improving supply chain efficiency. Organizations are able to make wise decisions, optimize processes, and handle sustainability issues thanks to AI-driven decision-making and optimization methodologies. By utilizing AI algorithms, businesses may improve demand forecasting, inventory management, transportation logistics, and production scheduling. AI also makes real-time visibility and transparency possible, enabling improved product tracking, adherence to sustainability requirements, and satisfaction of consumer needs for transparency. Artificial intelligence (AI)-powered predictive analytics and risk management assist businesses in identifying risks and opportunities, promoting responsible supplier selection. It is necessary to address moral issues including bias, justice, and possible detrimental effects on the job market. Because so much data is needed to apply AI, there are also issues with data security and privacy. A successful deployment of AI may also be hampered by organizational and cultural issues, as well as technical difficulties and system integration. Organizations are advised to develop clear strategies that are in line with sustainability goals, invest in data quality and governance,

promote collaboration and partnerships, develop talent and skills, and set up systems for tracking and evaluating AI performance in order to ensure successful AI integration.

Keywords: Artificial Intelligence, Supply Chain Education, Application in companies, Supply Chain Initiatives.