

Achieving Synergies between Supply Chain Agility and Sustainability: A Conceptual Framework

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Abstract:

In today's fast-changing business environment, companies must find ways to balance supply chain agility with sustainability goals. While agility allows supply chains to quickly adapt to market shifts, sustainability focuses on long-term environmental and social responsibility. This paper presents a conceptual framework that explores how these two objectives can align. Drawing on theories like the resource-based view, complex adaptive systems, and dynamic capabilities, the framework identifies key enablers—such as flexible supply chain design, technology integration, and collaboration—that can create synergies between agility and sustainability. It also addresses potential conflicts, such as the trade-off between fast responsiveness and minimizing environmental impact. This framework offers valuable insights for both researchers and practitioners, providing a foundation for future studies and practical guidance for companies aiming to build agile and sustainable supply chains.

Keywords:

Supply Chain Agility, Sustainability, Conceptual Framework, Dynamic Capabilities, Complex Adaptive Systems, Supply Chain Management.