Improving Supply Chain Performance Using
Volatility, Uncertainty, Complexity and Ambiguity (VUCA) Drivers

Khaled G. El-Sakty¹ and Engy Osama²
¹Head of Transport Logistics Department, Arab Academy for Science and Technology, Cairo, Egypt. P.Box 2033 Horia, Cairo, Egypt. Tel.: +2 0100 8334341; E-mail: Khaled.sakty@aast.edu
²Researcher, North Carolina State University (NCSU), USA.

Abstract
Volatility, Uncertainty, Complexity and Ambiguity (VUCA) Drivers are increasingly used in recent years to describe the current business environment and the impact it has on the supply chain performance. The VUCA term became increasingly interesting to the leaders who seek to operate their businesses efficiently and effectively. Hence, the purpose of this paper is to investigate how VUCA can be applied by companies to improve their supply chain performance.