

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

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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.