

# Abstract

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## **BUILDING RESILIENT SUPPLY CHAIN IN THE FAST MOVING CONSUMER GOODS INDUSTRY IN THE MIDDLE EAST REGION**

Ensuring Supply Chain Resilience (SCR) requires improved understanding &#97;&#110;&#100; actions of the most meaningful key performance indicators (KPI's).The main objectives of this study are to identify &#97;&#110;&#100; prioritise the critical risk factors &#97;&#110;&#100; KPI's in the Fast Moving Consumer Goods (FMCG) industry in Middle East region (MER) in order to proactively design &#97;&#110;&#100; build resilience in supply chains. The research will employ insightful interviews for data collection &#97;&#110;&#100; analytical network process (ANP) for data analysis. A Proactive Performance Management framework for Supply Chain Resilience (2PM-SCR) will be developed &#97;&#110;&#100; evaluated based on the empirical study with FMCG industry in the Middle East Region. This study will provide a blueprint for resilience that can help companies to proactively leading the change under supply chain (SC) disruptions.