

Abstract

Karim Mohamed Soliman

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

Ensuring Supply Chain Resilience (SCR) requires improved understanding and actions of the most meaningful key performance indicators (KPI's).The main objectives of this study are to identify and prioritise the critical risk factors and KPI's in the Fast Moving Consumer Goods (FMCG) industry in Middle East region (MER) in order to proactively design and build resilience in supply chains. The research will employ insightful interviews for data collection and analytical network process (ANP) for data analysis. A Proactive Performance Management framework for Supply Chain Resilience (2PM-SCR) will be developed and 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.