ARTIFICIAL INTELLIGENCE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT ETHICAL IMPLICATIONS IN AUTOMATION, TRANSPARENCY & SUSTAINABILITY

Volume - I

Editors in Chief

Dr. D. Divya | Dr. G. Vignesh

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AI - POWERED GREEN SUPPLY CHAIN MANAGEMENT: AN OVERVIEW

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Abstract

This study explores the role of AI in building green supply chains and the key initiatives driving this transformation. The source of the study is secondary data which was collected from journals, websites and articles. AI is transforming supply chains into engines of environmental and social good, driving sustainability initiatives and creating a more responsible future.

Introduction

The Artificial Intelligence (AI) plays a vital role in every aspect of our day-to-day life in everywhere, so it is an crucial one to the world to accept and access it. Even though future will under this system of control let us think and make this as green concept. Supply chain is moving of things one place to another by the way of transportation. Supply chain management initiatives encompass strategies aimed at optimizing the flow of goods and services throughout a company's supply chain, including activities like improving visibility, collaboration with suppliers, implementing sustainable practices, managing risks, utilizing technology for data analysis, and ensuring efficient delivery to customers, all with the goal of reducing costs, increasing efficiency, and enhancing customer satisfaction. (website).

The technology is developed peoples move on to an e-commerce website used to make order, payments through application like Gpay, paytm, phonepe,etc there is en number of application accessed in internet, the only thing the person need is to open an Bank account.

Here we accessed to purchase of products in Internet, but we need of transportation to get in physical reach of product. So we need an supply chain management initiatives.

The digital transformation strategy in the new era can create new business models that provide a new green and sustainable perspective for companies to use the data generated for strategic positioning as a green and environmentally friendly operation in the market

Various studies show that tools such as blockchain or cloud computing systems can improve transactions and monitoring of green practices, leading to better performance. Moreover, in addition to digital strategy, underlying technologies are crucial for green and sustainable performance as advanced technologies, such as the IoT, cloud, big data, and AI, facilitate the flow and management of companies' data.

Hypothesis

The study analysis that AI is transforming supply chains into engines of environmental and social good, driving sustainability initiatives and creating a more responsible future.

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