

# Chapter 7

## Sustainable Supply Chain Management Effect on Global Sustainable Service Marketing by Mediation of Cross–Border Virtual Currencies in the Horn of Africa

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### **ABSTRACT**

*This investigation investigates the associations among Marketing of services for Global Sustainability (MSGs), Virtual Currencies used at Cross Border (VCCB), and Sustainable Management of Supply Chain. The investigation uses Structural Equation Modeling (SEM) to examine the direct and indirect effects of SMSC activities on MSGs via CBVC mediation. The outcomes manifested a robust affirmative*

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*association among SMSC and MSGS, suggesting that initiatives for marketing targeting aware about ecosystem clients are augmented by effective sustainable activities. Also, VCCB perform as an essential intermediary, promoting worldwide trade and raising the general efficacy of sustainability initiatives for marketing. By emphasizing the significance of combining sustainable activities with cutting-edge financial technology, the investigation enhance to the body of literature already in existence and offers managers and stakeholders' useful insights for navigating the intricacies of worldwide markets. Organizations are advised to use digital currencies and create marketing communications.*

## **INTRODUCTION**

Growing consciousness of green challenges, Ethic justice, and fiscal resilience has made sustainability a vital concern in corporate operations in recent years. Sustainable Management of Supply Chain (SMSC), which incorporates Ethic, fiscal, and green issues into supply chain operations, is the outcome of this paradigm change (Attia, 2023). SMSC includes several different activities, such as resource efficiency, waste reduction, ethical sourcing, and supply chain transparency. In addition to lessening their green impact, businesses may augment their brand recognition, cultivate client loyalty, and gain a competitive edge in a market that is becoming more greenly sensitive by implementing sustainable activities (Raftowicz et al., 2024).

Businesses must manage intricate supply chains spanning several nations, each with its own legal frameworks and cultural settings, as globalization continues to influence corporate operations. This intricacy depicted the want for SMSC to be seen as a worldwide imperative, where sustainability is viewed as an essential part of worldwide fiscal strategy rather than only a local issue (Hariyani et al., 2024).

Both cross-country virtual currencies (VCs) are critical to the achievements of sustainable Management of supplies chain (SMSC) and market development of services for sustainability. SMSC is advanced by developing technologies like AI, IoT, BIG DATA for better efficiency, transparency as well as data-driven decision making. However, organizations encounter several barriers in the implementation of SMSC such as; resistance to change, lack of skills and main supply chain integration (Joseph, 2023). New patterns of consumers' behavior more and more focus on the environmental issues and as a result, organizations switch to the utilization of green initiatives (Sood et al., 2021). In addition, the legal and regulatory environment plays a role in influencing SMSC and virtual currency in various world areas. The authors explain that differences in codes and standards can act as enablers or constraints when businesses want to develop new solutions that can last. Dealing with these aspects will give a brush on the existing environment and hence ensure that

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