


# Chapter 10


## Mediating Function of Supply Chain Integration Among Supply Chain Strategy and Logistic Sustainability in the Coffee Industry of Gedeo Zone, Ethiopia

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### ABSTRACT

*The main goal of this investigation is to investigate the association among supply chain strategies, supply chain integration, as well as logistics proxies. It solves the*

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*issue of how corporates can optimize supply chain operations to augment efficiency and responsiveness in competitive market places. The investigation uses a quantitative investigations approach that uses surveys to collect data from supply chain specialists in various industries. Statistical analysis, assimilating regression and factor analysis, is carried out to investigation the association among proxies. The key outcomes manifest that clearly defined strategies in the supply chain have a encouraging influence on logistics characteristics and that supply chain integration sub structures as a critical mediator. Corporates investing in integration practices have augmented efficiency in operation and end user satisfaction. The outcomes manifest that adjustments to the chain of supply strategies for integration efforts are imperative to augment logistics outcomes.*

## **INTRODUCTION**

The global coffee industry has become one of the furthermost substantial sectors of international trade, and the annual cost exceeded \$ 100 billion (Bensfia, 2025; Fole, 2022). In regions such as the Gideo Ethiopia zone, the production of coffee is not only a vital economic activity, but also a cultural cornerstone (Bensfia & Aidi, 2024; Alla et al., 2022). While demand for high quality coffee continues to augment, it is essential to understand the subtleties of supply chain dynamics (Badr, 2022; Ghione, 2021). Supply Chain (SCI) integration has gained importance as a concept of pivots to bring together different interested party and augment efficiency and responsiveness (Mebrate et al, 2022; Bentalha et al., 2019). The origin of this concept can be tracked before the early 1990s, when corporates acknowledged that trouble-free coordination among suppliers, manufacturers, and distributors could lead to augmented sustainability (Acquafredda, 2024). The function of SCI becomes even more imperative in the perspective of the coffee industry where perishable products require timely delivery and quality control (Riggan & Pole, 2024). The empirical literature has extensively studied the association among supply chain strategies as well as logistics proxies in various sectors. Investigations manifests that influence supply chain strategies can substantially augment logistics outcomes, leading to augmented end user satisfaction and competitive advantages (Direia, 2022 and Riggan & Pool, 2024; Bouklata & Bensfia, 2020). As well as, there remains a rarity of investigations that focuses specifically on the mediating function of SCI in the coffee industry, particularly in developing regions such as Gedeo (Ofori et al, 2021). Practical barriers such as infrastructure flaws, lack of technical adoption, and fragmented supply chain structures further complicate the landscape (Ayele, 2021;

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