


Chapter 8

Supply Chain Innovation Effect on Value Creation by Mediation of Emerging Technologies in the Horn of Africa

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ABSTRACT

This research explores the complex connections that exist among Value Creation (VC), Emerging Technologies (ET), and Supply Chain Innovation (SCI) in modern organizational frameworks. The study uses a thorough analytical method to determine how new technologies might enhance the benefits of supply chain innovations on value creation by acting as a mediator. The results show that integrating cutting-edge technology, like block chain and artificial intelligence, greatly increases operational responsiveness and efficiency, which creates a durable competitive advantage. The outcomes also highlights how crucial it is to encourage a collaborative and innovative culture among stakeholders in order to properly use technology breakthroughs. Managers looking to maximize supply chain performance may benefit greatly from the research's consequences, which include both theoretical frameworks and real-

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world implementations. It is recommended that future studies focus on contextual elements and collaborative dynamics in order to better understand how supply chain management is changing.

INTRODUCTION

For rather bold propositions to generate advantage, innovations in chain of supply has emerged as one of the most significant sources of value creation across the rapidly evolving global economy more seriously in parts of the world including the Eastern part of Africa that promises and challenges various chances (Belhadi et al., 2024). This region, which features both the application and richness of sources alongside the diversities in culture, poses different challenges to economic growth such as inadequate connectivity, politically and by structure, political instabilities and impacts of climate change (Akbari & Hopkins, 2022). On the flip side, integration of supply chain with state of the art technology including block chain, artificial intelligence and the Internet of things could completely revolutionize management of chain of supply, improving its reliability, effectiveness and disclosure (Minerbo & Brito, 2022). There is nothing like overemphasizing the importance of the topic in the contemporary world; when countries are aiming at sustainable development and building economic buffers, it is pertinent to understand how supply chain dynamics and technologies advance (Belhadi et al., 2024).

Unique political and social, economic, as well as infrastructural issues of the Horn of Africa greatly affect innovations in chain of supply and value generation. Empirical research shows how volatile politics, such as the continuing wars in Ethiopia alongside Somalia, disturbs logistics and resource distribution (Belhadi et al., 2024), hence impeding efficient management of chain of supply. For example, Freije et al., 2022 (2022) research shows how supply chain problems in agricultural markets caadopted by the Ethiopian civil war have caadopted more food poverty and economic value loss. The area is economically defined by little exposure to financial resources and great informality. According to Lisdiono et al. (2022), informal supply networks typically dominate the marketplace, with consumers often skipping official routes that would enable technical adoption and innovation. Lack of finance limits investments in developing technologies like blockchain and IoT, which might improve efficiency and openness. In terms of infrastructure, the Horn of Africa lacks sufficient transportation and communication systems. Poor road conditions and insufficient internet access, according to the Minerbo & Brito, 2022 (2022), hinder the movement of information and commodities, hence aggravating operational inefficiencies. A case study of the logistics industry in Djibouti, for instance, shows that poor port infrastructure slow down deliveries, hence impacting

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