


Chapter 8

Supply Chain Strategy: Effect on Logistic Operational Efficiency Through Supply Chain Integration in the Coffee Industry of Gedeo Zone, Ethiopia

Rituraj Singh

 <https://orcid.org/0009-0008-0452-9303>

O.P. Jindal Global University, India

Maheswaran Muthuraman

 <https://orcid.org/0000-0001-5562-1021>

DMI-St.Eugene University, Zambia

Shashi Kant

 <https://orcid.org/0000-0003-4722-5736>


DMI-St.Eugene University, Zambia

Pawan Kumar

 <https://orcid.org/0000-0001-7501-3066>

Lovely Professional University, India

Ramasamy Kuselar

 <https://orcid.org/0009-0003-8074-6573>

DMI-St.Eugene University, Zambia

ABSTRACT

The primary purpose of this inquiry is to investigate the relationship between supply chain strategies, supply chain integration, and logistics proxies. It addresses the question of how corporations might improve supply chain operations to increase

DOI: 10.4018/979-8-3373-3109-6.ch008

efficiency and responsiveness in competitive markets. The inquiry takes a quantitative approach, collecting data from supply chain professionals across many sectors via questionnaires. To investigate the relationship between proxies, statistical analysis is used, which includes regression and factor analysis. The major findings show that carefully defined supply chain strategies have a positive impact on logistical characteristics, and that supply chain integration substructures serve as an important mediator. Corporate investments in integration methods have increased operational efficiency. The findings indicate that changes to the chain of supply methods for integration efforts are required to improve logistical results. It is advised that corporations acknowledge the need of collaboration and information sharing,

INTRODUCTION

The global coffee industry is now one of the biggest enterprises in the world, with a yearly expenditure of more than \$100 billion (Fole, 2022). Regions comparable to the Gedeo Ethiopia zone depend on coffee cultivation for their culture and economy (Kant & Ashuro, 2025). As the demand for high-quality coffee continues to rise, it is important to comprehend the subtleties of dynamics of supply chain (Ghione, 2021). Next-generation supply chain integration (SCI) is a new notion for connecting different people in the supply chain who work together to make things more efficient by being more responsive (Mebrate et al., 2022). This notion goes back to the early 1990s, when companies realised that making it easier for suppliers, manufacturers, and retailers to work together might be a big part of making their operations more efficient (Acquafredda, 2024). As the coffee business grows, SCI's job is becoming increasingly important since perishable goods need to be delivered on time and quality needs to be controlled (Riggan & Poole, 2024). The nexus across supply chain strategy as well as logistical proxies for many sectors has been studied and written about in the empirical literature. Moreover, investigation into supply chain methods may provide significant beneficial establishments on logistics sustainability, hence impacting end-user satisfaction and providing strategic sustainabilitys (Direia, 2022; Riggan & Poole, 2024). There are few studies that specifically examine the mediating function of SCI in the coffee industry, particularly in emerging countries like Gedeo (Ofori et al., 2021). Technical hurdles consist of infrastructural inadequacies, lack of technological adoption, and disjointed supply chain frameworks (Ayele, 2021). The issues are exacerbated by the complete capacity of coffee manufacturers and all other relevant players to fully exploit their supply chain plans (Ashuro & Kant, 2026).

The purpose of this chapter is to address the research deficiencies by focusing on the effect of SCI on the correlation among supply chain procedures and logistical

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/supply-chain-strategy/397588

Related Content

What is the Secret of Successful University Brands?

Chris Chapleo (2012). *International Journal of Technology and Educational Marketing* (pp. 1-13).

www.irma-international.org/article/secret-successful-university-brands/65723

Develop

(2019). *Knowledge-Driven Innovation in Start-Ups and SMEs: Emerging Research and Opportunities* (pp. 76-99).

www.irma-international.org/chapter/develop/217728

Software Development Integrating Methodology with Epistemology Promoting Knowledge Production

Jesús Manuel Olivares Cejaand Emilio Buendía Cervantes (2014). *International Journal of Technology and Educational Marketing* (pp. 106-115).

www.irma-international.org/article/software-development-integrating-methodology-with-epistemology-promoting-knowledge-production/106047

Online Auction Market of Preannounced Product: A Study of New XBOX 360 Console

Yanbin Tu, James R. Shockand Joe Z. Shangguan (2019). *International Journal of Online Marketing* (pp. 39-52).

www.irma-international.org/article/online-auction-market-of-preannounced-product/223880

Customer Experience in the Banking Industry

Msra Çakalolu (2022). *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices* (pp. 383-402).

www.irma-international.org/chapter/customer-experience-in-the-banking-industry/307401