

ENHANCING SUPPLY CHAIN AGILITY THROUGH BUSINESS INTELLIGENCE

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Abstract

While prior studies have acknowledged positive influence of Business Intelligence (BI) and analytics on supply chain management, there has been limited research regarding the role of BI in supply chain agility, especially in pharma and engineering organizations in India. There is a need to explore the contributions of BI systems in enhancing supply chain agility in business operations. This paper analyses how BI capabilities affect firms' supply chain agility through BI-enabled information. The proposed model was tested using statistical data from 180 business managers using BI for operational decisions and supply chain management. The data was analyzed using SPSS and AMOS structured equation modeling software. Most managers agree that timely and effective decision-making is essential to supply chain agility and that BI driven information quality plays an important role in the process. Our study confirms a positive and significant relationship between BI systems, information quality, and supply chain agility. The paper contributes to the literature on BI based information systems and demonstrates how BI capabilities positively influence supply chain agility. This study helps to understand how BI-enabled information help in enhancing supply chain agility through timely and effective decision-making. The findings can guide business managers in implementing effective BI systems and making the best use of the data to enhance organizational agility and performance.

Keywords: Agility, Business intelligence, Decision making, Information quality, Supply chain, Organizational culture