

Strategic Decision Making in the Management of the Sustainable Supply Chain

Edgar Guillermo Rodríguez Guevara

Department of Administration and Organizations
Faculty of Administration Sciences Universidad del Valle
Cll. 4B 36-00, Cali, Colombia
edgar.rodriguez@correounivalle.edu.co

Diego Alonso García Bonilla

Department of Administration and Organizations
Faculty of Administration Sciences Universidad del Valle
Cll. 4B 36-00, Cali, Colombia
diego.a.garcia@correounivalle.edu.co

Abstract

The management of the sustainable supply chain presents a set of challenges regarding the productive process and the strategic approach adopted for its development. Challenges that is associated with different motivators that make sustainability a key element in making strategic decisions and direct the competitive approach of organizations. To explore the different motivators in strategic decision making of organizations in the field of sustainability, the article is aimed at identifying and analyzing the different motivators that organizations have to address the management of sustainability in their supply chain sustainable.

To this end, a documentary review of the production of scientific articles is developed to identify the different motivators, their origin and their treatment at a strategic level. As a result of the analysis, four major motivators for the organizations were identified: environmental regulations (policies, policies, laws); market demands (products and consumers); efficient use of productive resources; and, the culture of organizations.

Keywords

Sustainable supply chain management, Sustainability, Strategy, Sustainability decision making

Biography

Edgar Guillermo Rodriguez Guevara: professor at the Department of Administration and Organizations of the Faculty of Administration Sciences of Universidad del Valle in Cali. Master in Industrial Engineering and Specialist in Environmental Management from the ICESI University (Colombia) and Economist from the Universidad del Valle (Colombia). Researcher in the field of operations management, supply chain management and business sustainability in Colombia.

Diego Alonso García Bonilla: professor at the Department of Administration and Organizations of the Faculty of Administration Sciences of Universidad del Valle in Cali. Master in Business Administration and Specialist in Social Management from the Pontificia Universidad Javeriana (Colombia) and Economist from the Universidad del Valle (Colombia). Researcher in the field of sustainable development, international trade and business sustainability in Colombia.