

# HOW CAN SUSTAINIBILITY STRATEGY OF SUPPLY CHAIN MANAGEMENT IN UNIVERSITY?

Lenny Ch Nawangsari,<sup>a</sup> Ahmad Hidayat Sutawidjaya,<sup>b</sup>

<sup>a</sup>Magister Management, Mercu Buana University, Jakarta, Indonesia

<sup>b</sup>Doctoral Management, Mercu Buana University, Jakarta, Indonesia

\*Corresponding author Email: [lenny.nawangsari@gmail.com](mailto:lenny.nawangsari@gmail.com); [suta.phd@gmail.com](mailto:suta.phd@gmail.com)

## Abstract

### 1. Background/ Objectives and Goals:

Today the business world faces one of the world's toughest challenges of VUCA (Volatility, Uncertainty, Complexity & Ambiguity) of the world. Dynamic conditions, uncertainty and complexity require businesses including universities to improve their organizational strategy to exist. It also encourages Supply Chain Management (SCM) to become a critical organizational role. Through a good Supply Chain system, it is expected that universities can perform campus service activities in an efficient, qualified, fast, flexible and innovative way. This study aims to create a Supply Chain Management Strategy framework at the University.

### 2. Methods:

The research methodology used the qualitative approach. The data collection will be taken through interviews and observations on key informants and then analyze the data and draw conclusions by reduction.

### 3. Expected Results/ Conclusion/ Contribution:

This study highlights that the four-stage model of the Supply Chain Management Framework of the University. The first stage is called "strategy analysis of supply chain" consisting of identifying market needs and integrating organizational vision & mission with strategy of supply chain. The second phase is the "strategy formulation of supply chain", at this stage a supply chain strategy is created which focuses on providing services for customer needs for low cost, quality, timely and diverse products. The third stage is "strategy implementation of supply chain" which consists of input, process and output and the last step is "evaluation Strategy of supply chain". The whole process refers to the business of sustainability. Supply Chain Management in universities is expected can improve the efficiency and effectiveness of the organization to achieve corporate goals and create strategic value that can determine the sustainability of the company.

**Keywords:** *Strategy, Sustainability, Supply Chain Management, University*