STUDY ON ENVIRONMENTAL IMPACT THROUGH ANALYSIS OF BIG DATA FOR SUSTAINABLE AND GREEN SUPPLY CHAIN MANAGEMENT

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ABSTRACT

In an emerging global scenario, an effective and smooth supply chain is vital in operations, since thousands of organizations are serving millions of customers. For the organizations, having large product portfolios and serving millions of customers at various locations, getting the right product to the right customer at the right time is paramount. The supply chain ensures this flow from the supplier to the retailer and finally to the customer. Technology is a key role for these operations in general and the data in particular big data, i.e. vast quantities of data used in the supply chain helps, not only increasing the efficiency but also in forecasting the demand and understanding tastes and preferences of customers. Due to climate changes and global warming, customers and companies are increasingly looking at how their carbon footprint is impacting and how can data help achieve a sustainable and green supply chain. These are some of the issues that businesses need to grapple with to withstand relevant and successful. Hence, a study was made to analyze the usage of big data to enhance the environmental impact and green supply chain management.

KEYWORDS: Organization, Environmental Impact, SCM, Big Data & Forecasting

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