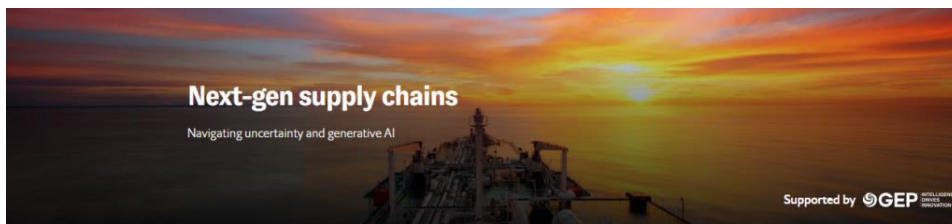


Next-gen supply chains: Navigating uncertainty and generative AI



The next generation of supply chains is emerging amid macroeconomic and regulatory uncertainty, geopolitical risk and the impact of climate change. The role of procurement and supply-chain managers is evolving, gaining importance in business decision-making. Technology, especially generative AI, promises to optimise existing processes and enable entirely new ones, yet it also presents a new set of challenges.

Our latest research shows how businesses are transforming their operations, expanding the influence of procurement and supply-chain managers, and seeking to integrate sophisticated AI into their operations.

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Macroeconomic uncertainties, geopolitical tensions and climate-related risks continue to disrupt supply chains. Fifty-five per cent of executives expect significant disruptions in 2024. In response, businesses are shifting from reactive crisis management to proactive resilience-building strategies. One key approach, prioritised by 73% of executives, is enhancing collaboration with suppliers. Procurement and supply-chain roles are also transforming, requiring a focus on building resilience and driving strategic growth. Additionally, generative AI is being implemented at various points in supply chains, with 65% of chief supply-chain officers expecting the technology to optimise or automate between 26% and 50% of current operations over the next three years.

Learn more about these strategies and the use of generative AI within supply chains in our Next-gen supply chains research programme.