

ALY 6080 Annotated Bibliography (Article 2)

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The Article Summary

Liu, J., Chen, M. and Liu, H. (2020). The role of big data analytics in enabling green supply chain management: a literature review. *Journal of Data, Information, and Management*, [online] 2(2), pp.75–83. doi:10.1007/s42488-019-00020-z.

Green supply chain management (GSCM) is increasingly made possible by big data analytics (BDA). Even though it is still mostly unexplored, research on this developing topic is growing. This study maps four BDA technique types in GSCM: statistics, machine learning, data mining, and optimization. Big data analytics (BDA) is the application of analytical methods and the ability to rapidly analyze a wide range of large-scale data sets to produce insights for decision-making. In green supply chain management (GSCM), which is the application of complete environmental issues in supply-chain management, practitioners and scholars have acknowledged the relevance of BDA. Due to rising environmental consciousness, GSCM has become a crucial problem for managers, policymakers, and the general public. Businesses use ecological data to enhance their GSCM procedures throughout the supply chain. Despite the high hopes placed on BDA, many companies have been unable to reap its rewards in supporting GSCMs.

BDA's ineffectiveness in removing information asymmetry frequently makes it difficult to evaluate the greenness of suppliers. These BDA-enabled GSCM activities may lead to decreased carbon dioxide emissions, energy savings, improved collaboration for sustainable development, and higher levels of green customer satisfaction. This study makes two significant contributions. Combining recent GSCM research first aims to give researchers and practitioners a comprehensive grasp of BDA-enabled GSCM. Second, this study maps various BDA technique types in particular GSCMC regions and offers managerial recommendations on using the best BDA techniques to advance GSCM.

Finally, By examining probable patterns, learning relevant information, and foreseeing future trends, BDA can increase decision accuracy and promote the advancement of green practices. The literature review offers a comprehensive look at the development of the budding field of BDA-enabled GSCM research. Given that GSCM comprises highly interrelated activities, the study answers queries about the BDA approaches and the GSCM areas that BDA can enable. Future studies may offer a comprehensive framework for applying BDA to businesses' overall GSCM procedures.