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DIGITAL TRANSFORMATION OF SUPPLY CHAIN MANAGEMENT

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Abstract The article is dedicated to provide and classify digital solutions, technologies and tools that can be applied in various processes and functions of the supply chain management and the main areas of the material flow within the supply chain. Also, the possibilities of digital transformation in supply chain management are analyzed, and the feasibility of a transition to a network approach in supply chain management that makes it possible to obtain a more flexible, transparent and reliable supply chain is substantiated. Possible digital technologies such as machine learning, cloud technologies, Internet of Things, blockchain, advanced analytics are identified and structured. On this basis, a model is developed and proposed on the basis of a score-rating evaluation method, which allows the company to identify at an early stage a priority digital solution for implementation. The proposed model was tested by the author for one of the supply chain management areas - warehousing. Key processes were identified and possible digital alternatives were considered in each of the selected processes. In conclusion, the author emphasized the advantages and disadvantages of the proposed model and the prospects for further research on this topic.

Keywords: digital transformation; digital technologies; demand planning; procurement; operations; warehousing; distribution and reverse logistics.

JEL codes: M29; O14.

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