

SUPPLY CHAIN AGILITY AND INNOVATIVENESS: THE RELATIONSHIPS AMONG IT INTEGRATION, TRUST, AND COMPETITIVE ADVANTAGE

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Abstract:

Organizational agility and innovation are both the core differentiators in today's rapidly changing business environment and in influencing a firm's competitive advantage. Information Technology plays an important supporting role in enabling organizations to become more agile. Enterprises thus need to enhance their responsiveness through more effective IT integration and mechanisms intended connect supply chain members, in order to increase their agility and innovativeness, and the resulting competitive advantages.

This article proposes a model for exploring the relationship among IT integration, trust, and competitiveness and therefore to exam their relationships related to organizational agility and innovation. The findings show that IT integration and the trust of supply chain members both positively influence supply chain agility and innovativeness, and further have positive effects on competitive advantages. The implications for researchers and practitioners, and suggestions for future research, are also addressed in this study.

Keyword: IT integration; trust; supply chain agility; innovativeness; competitive advantage