

Adoption of Proactive and Reactive Supply Chain Resilience Strategies: A Comparison between Apparel and Construction Industries in Sri Lanka

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Abstract : With the growing expansion of global businesses, supply chains are increasingly exposed to numerous disruptions. Organizations adopt various strategies to mitigate the impact of these disruptions. Depending on the variations in the conditions and characteristics of supply chains, the adoption of resilience strategies may vary across industries. However, these differences are largely unexplored in the existing literature. Hence, this study aims to evaluate the adoption of three proactive strategies: proactive collaboration, digital connectivity, integrated SC risk management, and three reactive strategies: reactive collaboration, inventory and reserve capacity, and lifeline maintenance in the apparel and construction industries in Sri Lanka. An online questionnaire was used to collect data on the implementation of resilience strategies from a sample of 162 apparel and 185 construction companies operating in Sri Lanka. This research makes a significant contribution to the field of supply chain management by assessing the extent to which different resilience strategies are functioned within the apparel and construction industries in Sri Lanka, particularly in an era after a global pandemic that significantly disrupted supply chains all around the world.

Keywords : apparel, construction, proactive strategies, reactive strategies, supply chain resilience

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