

## Transformative Digital Trends in Supply Chain Management: The Role of Artificial Intelligence

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**Abstract :** Artificial Intelligence (AI) is transforming supply chain management (SCM) by enhancing efficiency, precision, and responsiveness. AI-driven SCM enables accurate demand forecasting, optimized production, and improved route planning. This study explores AI's impact on SCM, focusing on production planning, forecasting, and customer satisfaction. Through qualitative research and case studies, it shows best practices and challenges, emphasizing AI's role in optimizing inventory and decision-making

**Keywords :** artificial intelligence, demand forecasting, optimization planning, supply chain management

**Conference Title :** ICMSE 2025 : International Conference on Management and Systems Engineering

**Conference Location :** New York, United States

**Conference Dates :** January 30-31, 2025