

The Relationships Between Sustainable Supply Chain Management Practices, Digital Transformation, and Enterprise Performance: A Cross-Country Empirical Comparison Between Taiwan and Vietnam

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Abstract : This paper explores the intricate relationships between Sustainable Supply Chain Management (SSCM) practices, digital transformation (DT), and enterprise performance within the context of Vietnam. Over the past two decades, there has been a paradigm shift in supply chain management, with sustainability gaining prominence due to increasing concerns about climate change, labor practices, and the environmental impact of business operations. In the ever-evolving realm of global business, sustainability and digital transformation (DT) intersecting dynamics have become pivotal catalysts for organizational success. This research investigates how integrating SSCM with DT can enhance enterprise performance, a subject of significant relevance as Vietnam undergoes rapid economic growth and digital transformation. The primary objectives of this research are twofold: (1) to examine the effects of SSCM practices on enterprise performance in three critical aspects: economic, environmental, and social performance in Vietnam and (2) to explore the mediating role of DT in this relationship. By analyzing these dynamics, the study aims to provide valuable insights for policymakers and the academic community regarding the potential benefits of aligning SSCM principles with digital technologies. To achieve these objectives, the research employs a robust mixed-method approach. The research begins with a comprehensive literature review to establish a theoretical framework that underpins the empirical analysis. Data collection was conducted through a structured survey targeting Vietnamese enterprises, with the survey instrument designed to measure SSCM practices, DT, and enterprise performance using a five-point Likert scale. The reliability and validity of the survey were ensured by pre-testing with industry practitioners and refining the questionnaire based on their feedback. For data analysis, structural equation modeling (SEM) was employed to quantify the direct effects of SSCM on enterprise performance, while mediation analysis using the PROCESS Macro 4.0 in SPSS was conducted to assess the mediating role of DT. The findings reveal that SSCM practices positively influence enterprise performance by enhancing operational efficiency, reducing costs, and improving sustainability metrics. Furthermore, DT acts as a significant mediator, amplifying the positive impacts of SSCM practices through improved data management, enhanced communication, and more agile supply chain processes. These results underscore the critical role of DT in maximizing the benefits of SSCM practices, particularly in a developing economy like Vietnam. This research contributes to the existing body of knowledge by highlighting the synergistic effects of SSCM and DT on enterprise performance. It offers practical implications for businesses that enhance their sustainability and digital capabilities, providing a roadmap for integrating these two pivotal aspects to achieve competitive advantage. The study's insights can also inform governmental policies designed to foster sustainable economic growth and digital innovation in Vietnam.

Keywords : sustainable supply chain management, digital transformation, enterprise performance, Vietnam

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