

FACTORS FAVORING THE DIGITALIZATION OF LOGISTICS CHAINS OF COMPANIES IN THE TUNISIAN TEXTILE INDUSTRY

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ABSTRACT

The process of digitalization of the Supply chain is considered today to be a real concern for the managers of industrial companies in the world of textiles and clothing. This is a challenge for decision-makers who wish to further improve the efficiency of this process. The article proposes to study the impact of factors favoring the digitalization of the supply chain of a sample of textile industry companies in Tunisia. A survey was conducted during which we administered a structured questionnaire to 50 companies. The data collected was analyzed using the linear regression method and SPSS software. The main conclusions revealed that the factors of industrial organization, process optimization, 'Employee satisfaction', innovation capacity, and information and communication technologies have a positive impact on the digitalization of the supply chain.

Keywords: Digitization of the supply chain 'DSC'; E-commerce; 'Blockchain'; Trust, Information and communication technology 'ICT'

1. INTRODUCTION

Digitalization is the process of fully integrating digital technologies into all of an organization's activities, creating new sources of revenue and value-generating opportunities. It allows organizations to adapt to rapidly changing market conditions, meet customer expectations and optimize their processes for greater efficiency and productivity. By using digitized information, digitalization is the process of automating workflows and making them easier and more efficient processes. In today's technology-driven world, adopting a digital culture is crucial to survival and success. Digitalization nowadays is undergoing transitional phases expressing rapid technological innovation. Managers in the textile industry currently attach big importance to the analysis of factors promoting the effective integration of the digitalization of their supply chains 'DSC'. Digitalization on an international scale involves a transition during which the company evolves its business processes, its overall strategy – both internally and externally, its organization, as well as its products and interactions with its customers. This process is carried out both upstream (suppliers, service providers, partners, production chain, etc.) and downstream (prospects, customers, competitors, etc.), which implies a change in the way the company operates.

The challenges of the 'DSC' are numerous, with the most important being the breaking down of boundaries between the different departments of the company, in order to facilitate their interaction, and satisfy all interested parties. In this sense, all stakeholders in the company will have better visibility of the overall 'SC', which will allow them to optimize their processes, reduce costs, manage stocks, and ultimately, improve margins and increase market shares.

According to (Ben Hadj Hassine, 2021), administrative constraints on digitalization are due to several factors, namely, insufficient technical skills, the absence of a global strategy, the existence of other priorities, the information technology 'IT' security problem, insufficient management understanding, and the lack of economic justification. These constraints are often cited by companies operating in textile activities in Tunisia.