

A Study on Global Supply Chain Management: Challenges and Strategies

Ms. Zeal Kanani

Assistant Professor, Department of BMS

Nirmala Memorial Foundation College of Commerce and Science, Mumbai, Maharashtra, India

Abstract: *Global supply chain management (GSCM) faces numerous challenges due to the increasing complexity and interconnectedness of international trade. This paper examines the critical challenges encountered in GSCM, such as geopolitical risks, logistical inefficiencies, and fluctuating demand patterns. Additionally, it explores various strategic approaches employed by firms to mitigate these issues, including technological integration, supply chain diversification, and collaborative partnerships. Through an extensive review of literature and empirical analysis, the study aims to provide comprehensive insights into the effective management of global supply chains in a volatile global environment.*

Keywords: Global supply chain management