ЕКОНОМІКО-СОЦІАЛЬНІ ВІДНОСИНИ В ГАЛУЗІ ФІЗИЧНОЇ КУЛЬТУРИ ТА СФЕРІ ОБСЛУГОВУВАННЯ

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FOSTERING SUSTAINABILITY IN GLOBAL SUPPLY CHAINS: THE BARRIERS FOR INNOVATION NETWORKS

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Sustainability has gained traction in various industries, prompting businesses to rethink their operations and impact. Supply chains serve as vital conduits, connecting producers to consumers globally. Embedding sustainability into supply chains necessitates reshaping existing technologies and practices, driving innovation among supply chain partners. Thus, the research question revolves around leveraging supply chain networks to innovate towards sustainability.

Reflecting on the transition from economies of scale to network economies, Patacconi and Russo (2015) stress spatial and business interaction and cooperation among firms for sustainable industrial development. Recent studies further explore this perspective, focusing on innovation networks to address sustainability challenges within supply chains. For instance, Alexander et al. (2024) examine innovative supply chain monitoring services to tackle environmental impacts like tropical deforestation. Alem Fonseca et al. (2024) investigate food supply chain systems, proposing interventions to break the 'cycle of inertia' and promote sustainability. Moreover, Ammirato et al. (2021) emphasize collaborative organization models for sustainable development in the agri-food sector, stressing the need for cooperation among supply chain participants. Van Geenhuizen and Ye (2014) outline how small high-technology companies contribute to sustainability transitions through open knowledge networks, emphasizing responsible innovation. Additionally, Raman et al. (2023) map Green Supply Chain Management (GSCM) research trends to UN Sustainable Development Goals. Chen et al. (2021) discuss regional decarbonization sustainability through the global value chain analytical framework, stressing technological innovation and value chain reconstruction.

While the studies reviewed collectively underscore the significance of innovation, collaboration, and sustainable practices within supply chains, this paper aims to delve deeper into the barriers faced by innovation networks in addressing sustainability challenges across global supply chains.

The research uses a literature review as a main approach to investigate the barriers of innovation networks in fostering sustainability within global supply

chains. A keyword search in the Scopus database for 'global supply chain', 'sustainability' and 'innovation network' revealed a total of 58 peer-reviewed papers from 2009 to 2024. The findings from a more detailed analysis of these works uncovered various barriers for implying innovation networks to foster sustainability in global supply chains, including technological limitations, organizational resistance, regulatory complexities, resource constraints, cultural and behavioral factors, collaboration challenges, and competitive pressures.

Technological challenges involve the lack of advanced monitoring and tracking technologies (Alexander et al., 2024) and integrating innovative technologies (Alem Fonseca et al., 2024). Resistance often stems from stakeholder reluctance to change established practices (Alem Fonseca et al., 2024) or bureaucratic network governance (Ammirato et al., 2021). Regulatory hurdles include compliance issues with sustainable sourcing and due diligence (Alexander et al., 2024), and unclear regulatory frameworks (Raman et al., 2023). Resource constraints include limited time and financial resources (Van Geenhuizen & Ye, 2014). Cultural inertia inhibits sustainable practices (Alem Fonseca et al., 2024), alongside opportunistic behavior in the agri-food sector (Ammirato et al., 2021). Collaboration challenges arise from a lack of trust, transparency and knowledge sharing (Alem Fonseca et al., 2024; Ammirato et al., 2021; Chen et al., 2021). Competitive pressures influence decision-making (Patacconi & Russo, 2015), hindering the balance between economic objectives and sustainability goals (Chen et al., 2021). The complexity of global supply chains.

By identifying and categorizing these barriers, the research contributes to global supply chain and network management by providing a more nuanced view on the way stakeholders can develop targeted strategies and interventions to overcome challenges and promote sustainability within global supply chains.

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