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***“Dynamic Supply Chain Synergy in VUCA world Insights from Kulsum
International Hospital”***



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ABSTRACT

This project explores the concept of dynamic supply chain synergy within a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) environment, using Kulsum International Hospital as a case study. It examines how rapid demand fluctuations, uncertainty in medical supply availability, complex interdepartmental coordination, and unclear decision-making conditions affect healthcare supply chain performance. A qualitative phenomenological approach was used to gain real-world insights, involving semi-structured interviews with management, procurement, logistics, and clinical staff, along with workplace observations and analysis of documents such as procurement procedures, inventory records, vendor contracts, and performance reports.

The findings highlight that strong cross-functional collaboration, flexible processes, real-time information sharing, and responsive leadership significantly improve efficiency, reduce delays, and enhance resilience in uncertain environments. Improved coordination helps prevent stockouts and ensures timely patient care despite ongoing disruptions. The study concludes by emphasizing the importance of adopting adaptive supply chain strategies and collaborative practices to effectively manage VUCA conditions and achieve long-term operational success in healthcare organizations.

Keywords: VUCA, volatility, uncertainty, complexity, ambiguity, dynamic supply chain, supply chain synergy, healthcare operations, resilience, adaptability, coordination.

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