

Operational Resilience and Strategic Innovation: Leveraging Agile Management to Strengthen Supply Chain Efficiency in Emerging Markets

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Abstract

In a time of global uncertainty and frequent supply chain disruptions, the ability of businesses to remain resilient and innovative has become essential to long-term sustainability. This paper examines how principles of agile management can improve supply chain efficiency and strengthen organizational adaptability in emerging markets, using insights from Moreplex Company Ghana Limited as a practical illustration.

The study looks at how lean operations, digital logistics tools, and performance analytics can be integrated to enhance procurement, distribution, and coordination among stakeholders. It also explores how leadership flexibility, data-driven decisions, and continuous process improvement help reduce operational risks and sharpen competitive advantage.

Drawing on both managerial experience and operational data, the paper highlights persistent challenges—such as inflationary pressures, infrastructural limitations, and regulatory instability—that often hinder supply chain performance in developing economies. It proposes an adaptive management model that places innovation, resilience, and sustainability at the heart of strategic growth in volatile environments.

Overall, this research contributes to the broader conversation on management innovation and supply chain transformation within emerging economies. It offers practical insights for business leaders, policymakers, and academics committed to strengthening operational efficiency and building organizations capable of withstanding and learning from disruption.

Keywords: operational resilience, agile management, strategic innovation, supply chain efficiency, sustainability, emerging markets, Ghana.