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Generative AI and Sustainable Supply Chain Management: Mapping Emerging Business, Marketing and Decision-Support Themes.

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Abstract

The literature surrounding the role of generative artificial intelligence (GenAI) as a sustainable supply chain management (SSCM) decision support tool is currently sparse and unstructured. This paper focuses on a compact bibliometric and science mapping analysis on the basis of a Lens.org CSV and BibTeX export of 52 records from 2022 to 2026. The extended interpretation demonstrates why the field should be approached as both a sustainability management and AI governance field: GenAI is beneficial when its outputs are coupled with data that are traceable and measurable with carbon, waste, and social indicators, as well as rule of decision-making that are traceable and transparent. This is why bibliometric mapping is important in distinguishing the promise of technology from the development of research that is evidence-based. The analysis examines publication growth, source concentration, citation patterns, recurring concepts, and emerging business and marketing-related themes within sustainable supply chain management. The results indicate a trend of increasing publications anticipated 2025 publication" with a sharp increase in 2025 publications. Better full phrase: "particularly the sharp increase to 29 records in 2025, and a keyword focus of GenAI, ChatGPT, large language models, and the intersection with blockchain, IoT, sustainability, and resilience and risk management. This research caters to an emerging and fast-growing area and offers directions for green, circular, and resilient GenAI-enabled supply chain management...

Keywords: Generative AI; Sustainable Supply Chain Management; Bibliometric Analysis; Science Mapping; Business Transformation; Marketing; Supply Chain Resilience.

Introduction

Sustainable supply chain management entails a dimension of complexity for companies. They must manage cost, service level, and environmental and social concerns across multiple connected networks. This challenges the understanding of GenAI as simply a text generation model. It is less about thinking of GenAI as just a text generation model when considering how it can assist supply chain management (SSCM) and more about

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considering how GenAI will be integrated as an addition to procurement dashboards, enterprise resource planning (ERP) systems, supplier portals, transport planning tools, and the workflows of sustainability reporting. GenAI is increasingly accepted to assist with detailing, scenario generation, exception handling, and cross-discipline engagement in operations and supply chain management, but these aspects are dependent on human effort for validation and the assignment of decision rights [16], [17]. This type of integration primarily drives whether GenAI is some type of standalone virtual assistant, or if it will be integrated into a type of structure for repetitive sustainability decisions. Generative AI (GenAI) and large language models (LLMs) have further complicated the supply chain management sustainability challenge. From a sustainability perspective, GenAI and LLMs streamline the structuring and scenario generation for decision making. They support the assessment and selection of suppliers, assist in the identification and analysis of risks, and support and articulate the sustainability goals across the elements of supply chain management. This paper conceptualizes GenAI as a connective technology for data analytics and management. This has implications of its own, since a recommendation made by an LLM may seem persuasive even in the presence of incomplete, biased, or outdated data that are not even aligned with a firm's sustainability goals. Thus, the managerial problem is not the adoption of GenAI, but its controlled use in accountable supply chain processes. There is already research connecting GenAI and LLMs to the environmental and social aspects of supply chain sustainability, green innovations and practice-based supply chain sustainability and performance [1]–[3]. As this is an emerging field and the research is nascent, bibliometrics and related approaches will provide focus, allowing the scattered research to demonstrate the patterns and influences of growth, sources, and citations [13]–[15]. In this research, the following three questions will be answered: (RQ1) What is the trend in GenAI and SSCM-related publications? (RQ2) What documents, sources, and citations are evident in the Lens.org data? (RQ3) What are the emerging thematic clusters related to GenAI, sustainable supply chains, business, marketing, and decision support based on keywords, abstracts, and fields of study? Answering these will provide a concise, evidence-based compendium to the EDIGE framework for Digital Innovation and Integration in Sustainable Business Transformation.

II. LITERATURE BACKGROUND AND RESEARCH GAP

The literature indicates that GenAI is transitioning from a general automation technology to a managerial capability in SSCM. Recent research has expanded this perspective and introduced frameworks grounded on the notion of capabilities for the role of GenAI in operations and supply chain management. In this context, the role of GenAI is described as a supportive technology for the sensing of uncertainties, evaluation of alternatives, and articulation of choices beyond (or across) the boundaries of the organization [16]. This perspective is aligned with the holistic views of AI-SSCM, and indicates that AI is of the greatest value when integrated with the redesign of business processes and the related collaboration with suppliers and the governance of sustainability [20], [21]. Moreover, it looks at the sustainability of innovations from the perspective of the absorptive capacity of the organization, rather than the novelty of the algorithms. Ellahi et al. [1] integrate GenAI-based decision support systems within the context of environmental and social sustainability and corporate readiness. Qing and Ramayah [2] work on GenAI in the context of green innovation and building dynamic capabilities. Li et al. [3] look at the practice of GenAI within the context of supply chain practices and performance. The second stream focuses on the adoption of ChatGPT and LLMs. Related literature on ChatGPT indicates a shift from experimentation to structured applications along the supply chain. An early study identified demand planning, customer service, procurement support, risk communication, and knowledge retrieval as initial use cases. More recent studies have indicated that LLMs have the potential to impact planning, inventory, supplier management, and disruption response. Unlike these studies, the cited literature indicates that prompt discipline, data quality, and domain-specific checks are requirements for LLMs before they can be implemented to support high-stakes sustainability challenges. Rathor [4], Roozkhosh et al. [5] and Zhou et al. [6] illustrate the role of conversational AI in green supply chains with regard to the adoption of green supply chain activities and managerial knowledge work. The third stream relates GenAI to digital traceability, supply chain resilience and integration of knowledge, Blockchain, IoT, and multi-agent logistics systems [8], [9] complementing the first stream. While lots of work in this area has been done, most of it remains technology-oriented, sector-specific or conceptual. The absence of research on GenAI and SSCM is not the only thing the research gap is referring to. It is talking about the lack of an integrated framework illustrating how the growth of bibliometrics, use cases of decision-support, issues of responsible artificial intelligence, and effects of sustainability that can be measured are evolving together [19], [22], [23]. This gap is important because the evidence being fragmented can have practitioners thinking they are more prepared than they are and researchers continuing to investigate separate use cases. The mapping of this area in terms of years, sources and citations is limited and brings up the need for a short GenAI-SSCM bibliometric paper relying on an open-access dataset. The gap is especially suitable for conference presentations, as researchers need a swift, evidence-based overview of the already researched themes and the empirically untested areas, as well as those requiring a sectoral focus and governance frameworks.

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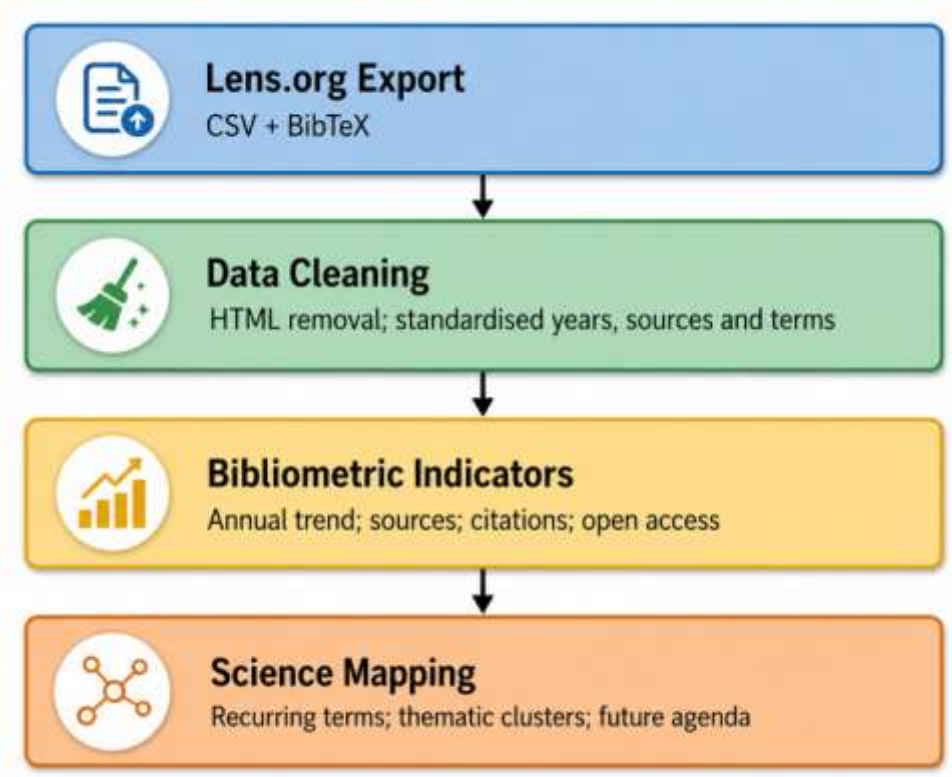
Generative AI is becoming increasingly relevant to business and marketing activities across supply chains. It can support areas such as demand insights, customer engagement, supplier communication, service responsiveness, and sustainability-related value creation. These applications bring together technology, managerial decision-making, and stakeholder relationships. However, research in this area is still spread across AI, supply chain management, sustainability, business, and marketing. Mapping these connections can help highlight emerging themes and identify opportunities for future interdisciplinary research.

III. METHODOLOGY

A bibliometric approach was used here as it reviews data in a structured manner (metadata), as opposed to a narrative selection approach (picking examples) [13]. Data were extracted from Lens.org using terms related to Generative AI, ChatGPT, LLM, sustainable supply chains, green supply chains, supply chain management, and sustainability. ("Generative AI" OR "ChatGPT" OR "LLM") AND ("sustainable supply chain" OR "green supply chain"). The CSV and BibTeX files we downloaded contained 52 records. While statistically compact, these 52 records represent the core post-2022 corpus of this emerging field, offering an early-stage baseline. The fields in the CSV were title, year, publication type, source title, authors, abstract, fields of study, keywords, DOI, open access, references, and number of citing works. The search intentionally centered on documents that contained GenAI or LLM terminology and had an explicit connection to sustainable, green, resilient, circular, or digitally integrated supply chains. This lowered the possibility of counting general AI papers in which sustainability was mentioned in a vague or peripheral context. This was a known risk in the larger reviews of AI-SCM and bibliometric studies [22], [24]. Data cleaning included removal of HTML tags in titles and abstracts and normalization of the year and source fields. In addition, titles, abstracts, keywords, and fields of study were combined for term-frequency analysis. Along with noting occurrences, the study examined whether ideas appeared within supply chain decisions related to supplier selection, demand forecasting, logistics, traceability, circular design, and governance. This was useful in distinguishing the main GenAI-SSCM findings from the surrounding Industry 4.0 and other general digital transformation evidence. Given the relatively small number of records, the titles, abstracts and keywords were reviewed manually to identify the main themes emerging from the literature. Descriptive bibliometric analysis was performed for annual production, document type, open access, top sources, country coverage, and citation analysis. Keywords and field co-occurrence logic were used to develop a science map, following the general logic of Bibliometrix and VOSviewer [14], [15]. Since Lens.org can contain adjacent records of AI, smart cities, and sustainability, interpretation was restricted to core GenAI-SSCM topics while peripheral records were noted. This approach enhances transparency and mitigates the potential of over-interpreting results of a small, rapidly changing dataset.

Fig. 1. Bibliometric Science Mapping Workflow

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Explanation: The workflow outlines the steps in the process from database export through cleaning metadata, applying descriptive bibliometric analysis, science mapping with keywords, to creating a future research agenda.

IV. RESULTS AND SCIENCE MAPPING

A. Publication and Source Profile

The Lens dataset has 52 records from 2022 to 2026. Production is uneven for these years. Two records are from 2022, two from 2023, nine from 2024, 29 from 2025, and 10 from 2026. 2025 has more than half of the records. This pattern suggests that research on GenAI and sustainable supply chain management is still developing. The recent concentration of the dataset also requires caution in the interpretation of citation indicators. Several records for 2025 and 2026 have had very little time to gather citations, and low citation counts should not be interpreted as lack of relevance. For early-stage technologies, the publication year, credibility of the source, thematic and methodological fit, and clarity, are in fact much more useful than citation counts [13], [22]. Based on document analysis, there are 46 journal-related articles and 6 conference-related articles, showing that the research area is represented in peer-reviewed journals and is still developing in conference-related publications. There is a moderate concentration of sources. The dominant source of GenAI-SSCM is Scientific Reports (five records), followed by Heliyon (four records) and Foods (three records). This shows a spread of the research area across the journals of sustainability, operations, food logistics, and the computer and business sciences. There is also high proportion of open-access publications, with 38 records (73.1%). There is a skew in the distribution of citations: the average is 20.3, the median is 2.5, and the maximum is 548. The journal-heavy profile indicates that the field is being considered as both an academic and managerial problem in addition to being a computing problem. Supply chain studies that deal with visibility, prescriptive analytics, and resilience propose that GenAI is useful within enterprise data architectures, coupled with knowledge graphs and decision-making models, to mitigate ambiguity at different supply chain tiers [17], [23]. Thus, there is a stronger case for integrating bibliometric maps with managerial meaning. High attention is focused on a few publications, while many publications on GenAI are too new to receive citations. Country source data is available for 36 records. The dominant publishers are the United Kingdom, Netherlands, Switzerland, and the United States. This concentration reflects where the indexed outlet infrastructure is concentrated and should not be interpreted as author-country dominance.

TABLE I-DESCRIPTIVE PROFILE OF THE LENS DATASET

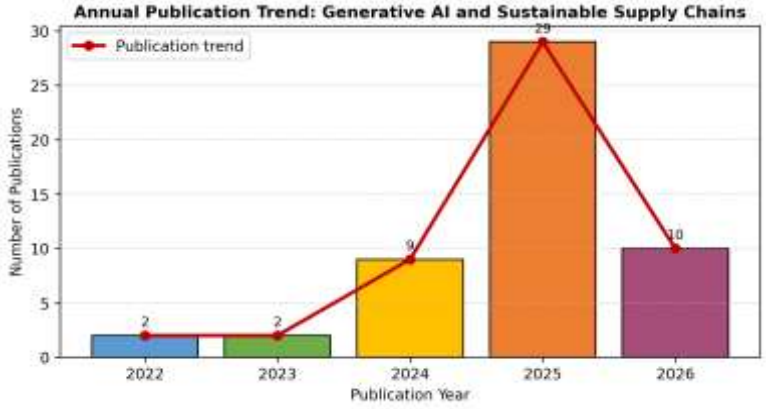
Indicator	**Dataset Result**

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Total records	52 records
Publication years	2022-2026; annual counts: 2022: 2, 2023: 2, 2024: 9, 2025: 29, 2026: 10
Document types	46 journal articles; 6 conference proceedings articles
Open access	38 records (73.1%)
Top sources	Scientific reports: 5; Heliyon: 4; Foods (Basel, Switzerland): 3; Flexible Services and Manufacturing Journal: 2; iScience: 2
Citation profile	Mean 20.3; median 2.5; maximum 548 citing works
Available source countries	United Kingdom: 12; Netherlands: 8; Switzerland: 8; United States: 6; India: 1; Germany: 1

Explanation: This table extracts and summarizes publication, source, access, and citation indicators in Lens.org that complement the descriptive results of the paper.

Fig. 2. Annual Publication Trend of GenAI-SSCM Literature



Explanation: The graph indicates a small foundation of studies before 2024, followed by a steep upward trend in 2025. This validates the preliminary observation of research on Generative AI and sustainable supply chains.

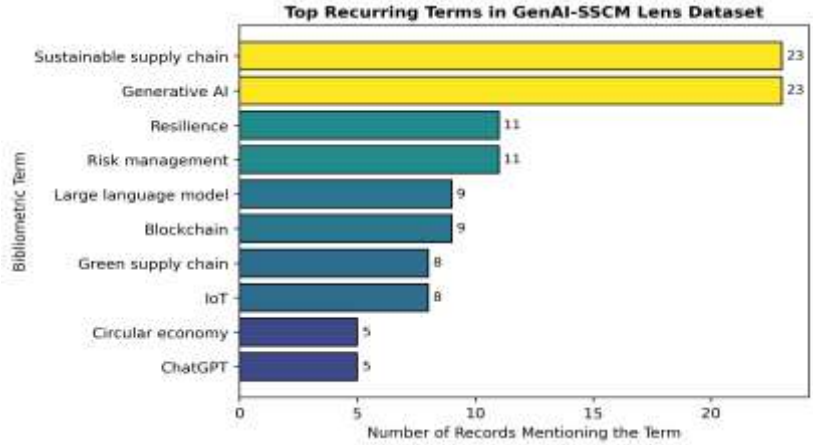
B. Keyword and Thematic Structure

Analysis of the term frequency indicates that the area is organized around both AI-related and sustainability-related concepts. In this regard, Generative AI is referenced in 23 records, ChatGPT in 5, and the related terminology of large language models is found in 9 records. The exact phrase sustainable supply chain is found in 23 records. The sustainability of the supply chain, in its various forms, is reported in 28 records. Digital traceability and coordination are revealed through references to blockchain (9 records) and the Internet of Things (8 records). Resilience and risk management are also reported in 11 records each, indicating that GenAI is related to green performance and also to the management of disruptive performance and decision reliability. This trend shows that GenAI is being tied to both upstream intelligence and downstream accountability. As an illustration, language models can aid in the understanding of suppliers' documents and reports, sustainability and audit reports, as well as disruption news. Additionally, knowledge-graph methods can uncover latent supplier relationships for risk assessments [17], [18]. These terms are grouped into four clusters. The first cluster is GenAI, ChatGPT, and LLMs related to decision support for planning, and supplier assessment and management of knowledge [1]-[7]. The second relates to green and sustainable performance and green innovation [2], [3], [6]. The third is digital

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traceability and knowledge management logistic systems [8], [9] . The last cluster is related to circularity, integrated risk management and Responsible AI [10]-[12]. The related fields of study reflect the same interdisciplinary integration of business and supply chain management, computer and management sciences, and sustainability. A governance-related interpretation of the clusters is also warranted. Responsible AI is said to bridge the AI capability-supply chain outcome gap among researchers of human-AI collaboration, where Responsible AI, as a collection of constructs, cannot be assumed to play the role of an afterthought. In fact, the constructs of Responsible AI, namely transparency, fairness, accountability, and human oversight, become an essential part of the outcome, as the research suggests. Therefore, the simultaneous growth of ethical and operational terms is a natural expectation. This transcends the basic integration of AI and sustainable performance.

Fig. 3. Top Recurring Terms in the Lens Dataset



Explanation: The graph shows the terms in the dataset that are most frequently associated with one another. It can be seen that GenAI terms are particularly related to words associated with sustainability, blockchain, IoT, concerns of resilience, risk management and the circular economy.

TABLE II PROPOSED THEMATIC CLUSTERS FOR SCIENCE MAPPING

Science Mapping Cluster	**Indicative Terms**	**Interpretation**
GenAI Decision Support	Generative AI, ChatGPT, LLM, decision support, knowledge management	Supplier evaluation, demand planning, risk scenario generation and managerial adoption [1]-[7].
Green and Sustainable Performance	Sustainable supply chain, green supply chain, sustainability, performance	Green innovation, resource efficiency, ESG outcomes and sustainable performance [2], [3], [6], [7].
Digital Traceability and Logistics	Blockchain, IoT, knowledge graph, cold-chain, routing	Traceability, logistics optimisation, cold-chain integrity and data sharing [8], [9].
Resilience, Risk and Circularity	Resilience, risk management, circular economy, low-carbon transition	Disruption response, carbon-aware planning, circular design and responsible governance [10]-[13].

Explanation: This table categorizes science-mapping clusters based on recurring terms and demonstrates that the dataset can be referred to as a structured research field instead of a collection of keywords.
Across these clusters, business and marketing implications emerge primarily through demand-related decision-making, stakeholder interaction, service responsiveness, sustainability communication, and value creation.

V. DISCUSSION AND FUTURE RESEARCH AGENDA

Evidence suggests GenAI-SSCM research is new, interdisciplinary, and lacks consolidation. The central point is that GenAI must be analyzed with an emphasis on social and technical elements. While technical aspects, such as accuracy, quality of prompts, model performance, and integration of enterprise data, are important, they must be

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combined with user competency, auditability, and the standard operational practices of an organization regarding the acceptance, modification, or rejection of AI outputs. This is particularly true for sustainable supply chains, which have impacts on the cost, the livelihood and well-being of suppliers, emissions, compliance, and reputational risk. The volume of records for 2025 shows that the field is expanding at a rapid pace and that many of the contributions are new, as reflected in low median citation counts. Using [2], [3], and [6], is it possible to find ways to measure the impact of GenAI on the reduction of CO2, waste, improvement of supplier and logistics sustainability and Circular Services Reliability? Responsible governance is necessary as well. Hallucinations, data privacy issues, model bias, energy waste, and lack of accountability are problems with LLMs in the context of supply chain decision making [12]. Research from India and other emerging economies is critical, as the practice of SSCM is influenced by many factors such as infrastructure, regulatory frameworks, SMEs, differences between sectors, and the availability and quality of data. A future agenda will operationalize GenAI with sustainability metrics and will include verified operational data and AI governance, with human oversight. Thus, future research must extend prior research that evaluates whether GenAI generates useful supply chain text. Instead, future research must determine whether GenAI helps improve supply chain text to generate better measurable outcomes, such as better forecasting accuracy, lesser stockouts, reduced waste, fewer transport emissions, better supplier compliance, enhanced circular recovery, and resilience post disruption. Evidence from systematic reviews shows that explainability, data governance, and integration of the Internet of Things (IoT), blockchain, and digital twins will likely become core to next-generation AI supply chain management (SCM) research. Such designs would ensure that future bibliometric datasets are more comparable, as performance and governance variables could be tracked more consistently. This will change GenAI from an unverified automation tool to a responsible decision-support layer. Bibliometric studies will be needed to monitor the output of the 2026 literature, as the current year records are likely to represent a partial output for the year.

VI. CONCLUSION

This paper analyzes 52 Lens.org records related to Generative AI that contribute to sustainable supply chain management through bibliometric and science mapping methods. The further analysis indicates that this domain is shifting from trial and error with ChatGPT to integrated, responsible, and evidence-based adoption of GenAI. Future research ought to combine bibliometric measures with empirical methods to substantiate claims of AI-enabled sustainability using operational and environmental data, as opposed to inferring from the technology's potential [16], [19], [25]. This makes the contribution applicable as a reference point for future research that will employ larger datasets from 2026 and after. Research activity picked up from 2024 and increased considerably in 2025, while the 2026 dataset is still incomplete. Findings also identify the dominance of particular journals, bias in the citation framework, high open-access visibility, and the presence of 4 major groups: GenAI decision support, green performance, digital traceability, and the resilience-risk-circularity nexus. It has been found that the combination of GenAI with verified data, circular thinking, responsible governance, and definable environmental and social impacts can support the transformation of sustainable supply chains. This paper provides researchers with an easy-to-follow starting point and indicates a clear gap in the alignment between AI and sustainability performance for practitioners.

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