

**Effective information sharing and integration to enhance performance of fresh produce supply chains: A systematic review of literature**

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Effective information sharing and integration are enablers of supply chain integration and have become a major driver of supply chain performance improvement. Agricultural supply chains involve larger number of stakeholders including, private sector, logistics partners, and regulatory bodies. From mud to mouth, multiple supply chain player's information requirement varies through supply chain processes. The lack of information sharing and integration among supply chain players, result in inefficiency in the supply chain processes. The purpose of this paper is to systematically review the literature on effective information sharing and integration in the fresh produce supply chains for performance enhancement. In defining the scope of the study mainly fresh fruits and vegetable supply chain related literature is considered for the review. A comprehensive systematic review of existing literature specifically focusing on the supply chain information flow and supply chain performance is carried out to identify supply chain players' information network and their various information needs. In most research studies, information integration has been viewed as information sharing and collaborative planning among supply chain entities using information and communication, technology. Even though the relationship between effective information integration and supply chain performance is not clearly examined, various studies have recognized the presence of a tacit relationship. Effective information flow from upstream to downstream as well as downstream to upstream with fresh produce supply chain entities affect the performance of supply chain. Some of the past research studies highlighted the importance of analyzing and validating exact information needs of the supply chain entities for effective supply chain performance. These findings of the study are useful for policymakers in formulating supply chain performance improvement strategies and for practitioners to understand the supply chain players' information specific needs and network for supply chain performance improvement.

**Keywords:** Agriculture, Fresh produce, Information integration, Information sharing, Supply chain performance