

**IMPACT OF SUPPLY LOGISTICS INTEGRATION
ON COMPETITIVE PERFORMANCE IN
MANUFACTURING FIRMS TAKING INBOUND
SUPPLY PERFORMANCE AND LEAN
PRODUCTION PROCESSES AS MEDIATORS**

By

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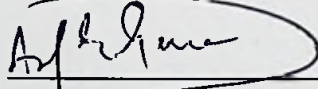
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Dedication

This study is wholeheartedly dedicated to my beloved parents, who have been my source of inspiration and gave me strength when I thought of giving up, who continually provide their moral, spiritual, emotional, and financial support.

To my mentor, friends, teachers and classmates who shared their words of advice and encouragement to finish this study.

And lastly, I dedicated this dissertation to Almighty ALLAH, thank you for the guidance, strength, power of mind, protection and skills and for giving me a healthy life. All of these, I offer to You.

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Finally, I must express my very profound gratitude to my parents for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

Abstract

Purpose The objective of this study is to examine the value chain processes between supply logistics integration and competitive performance of manufacturing firms along with the mediating effect of inbound supply performance and lean production processes on competitive performance.

Methodology & Design The sample size for the testing of hypothesized relationships in this research study is taken from 384 respondents from manufacturing companies of Pakistan particularly, Karachi.

Findings The findings show that there is a direct link between supply logistics integration and competitive performance. Moreover, the relation is also partially mediated by Inbound supply performance and Lean production processes. Additionally, Lean production has a positive impact on Inbound supply performance.

Limitations There may be chances of other factors that can impact the relationship between supply logistics integration and competitive performance, which can be considered in future studies. Only one party in the supply chain i.e. manufacturing firms is selected in this study therefore, respondents could be a limitation.

Recommendations Managers need to show concern about integrating supply chain process including internal and external activities as this will lead to build and improve competitive performance of manufacturing companies.

Keywords *Value chain, Supply chain management, lean, competitive performance*

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