

TECHNOLOGY UNCERTAINTY IN SUPPLY CHAINS AND SUPPLIER INVOLVEMENT: THE ROLE OF RESOURCE DEPENDENCE

BY

UZAIR ULLAH KHAN

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Dedication

I dedicated this project, first and foremost, to God Almighty, who is my creator, and my source of knowledge, wisdom, understanding, and inspiration. He has been strengthening me throughout this program, and only on his wings, have I truly soared.

Secondly, I dedicated this project to my teacher, Sir Mansoor Zakir, who has been very encouraging throughout the project. Because of his encouragement and support I have been able to complete this project.

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Abstract

Purpose

The key objective of this research is to understand technology variability that presents consequential provocation to the producers or manufacturers because the technological advancements that leads the production process or products' standardization can cause turmoil in the even circulation of materials in extended supply chain. To deal with the technological unpredictably or to reduce the risk induced due to technological advancements, the researcher and practitioners involves suppliers as they think that supplier participation could be an effectual strategy so the central manufacturers can comprehend with their relevant upstream supply networks to obtain supportive assets, proficiency and competence. Although, the literature needs a refinement conception of the supplier involvement processes. Significantly, the major part of resource dependence for supplier involvement should be analytically understood. To reduce this loophole, this research is projected to incorporate the comparative viewpoint with the resource-dependence viewpoint to investigate how supplier dependence, buyer dependence and supplier and buyer interdependence effects the buyers decision-making on banging into upstream supply networks for handing with technology uncertainty.

Methodology & Design

A survey is conducted to test the hypothesis, as this research is based on the technology ambiguity in supply chain and supplier involvement and the part of the resource dependence. Deductive approach is applied in this research for the testing of hypothesis and its more applicable kind on this research so here we use to apply the Explanatory type of research we have other approaches to use in research like exploratory and descriptive but we prefer to use the explanatory, the nature of the research approaches Quantitative. The sampling technique is probability, convenience sampling method was used as during to COVID-19, visiting offices were riskier so questionnaire was regulated through emails, WhatsApp and Facebook to relevant audience. Research design is the frames work that how researcher will conduct the data collection through the questionnaire and using the survey method, in which analyzed and requirement of research. This research work is based on Quantitative and it will designed as

maximum group of respondents we have two hypothesis according to this we created the questionnaire and designed it on the behalf of our study.

Findings

Firstly, the association among supplier involvement and technology uncertainty is notably positive. Secondly, the association among supplier involvement and technology uncertainty positively moderated by the resource dependence. The sample of 352 respondents were taken from the chosen organizations.

Limitations

The variable of limitation on this research study was the physical access to manufacturing companies, some of respondent hesitate to fill this questionnaire some respondent reject to fill the questionnaire they have the company confidential issues there is some sort of problems face during the analysis.

Recommendations

This research is based on the technology uncertainty, supplier involvement and resource dependence in supply chain the study of this research is very motivational Many of the other organizations find out the many other sources to correct their minor mistake and to facilitate the supplier and buyer through their resources so they can get the much improvement in their firms and they will get the success.

TABLE OF CONTENTS

| | |
|--|----|
| CHAPTER 1 | 1 |
| INTRODUCTION | 1 |
| 1.1 Introduction | 1 |
| 1.2 Background | 2 |
| 1.3 Problem Statement | 3 |
| 1.4 Research Objectives | 4 |
| 1.5 Research Questions | 5 |
| 1.6 Significance of the Study | 5 |
| 1.7 Scope of the Research | 6 |
| 1.8 Organization of the Thesis | 6 |
| Chapter 1 | 9 |
| LITERATURE REVIEW | 9 |
| 2.1 Uncertainty and supply chain: | 9 |
| 2.2 Technology uncertainty in supply chain: | 11 |
| 2.3 Supplier involvement: | 12 |
| 2.4 Resource Dependence: | 13 |
| 2.5 Relationship between Supplier Involvement and Technology Uncertainty | 15 |
| 2.6 Relationship between Supplier Involvement and Resource Dependence | 16 |
| 2.1 Summary of Literature Review | 16 |
| 2.2 Research Hypotheses | 18 |
| 2.3 Conceptual Framework | 18 |
| CHAPTER3 | 20 |
| Research Methodology | 20 |
| 3.1 Research Approach & Type | 20 |
| 3.2 Research Design | 20 |
| 3.3 Research Population | 21 |
| 3.4 Sample Size & Sampling Technique | 21 |
| 3.5 Research Instrument | 21 |
| 3.6 Data Collection | 22 |

3.7 Data Analyses Method22

CHAPTER 423

Results.....23

4.1 Distributions (respondent profile)23

4.2 Reliability Analyses24

4.3 Hypothesis Testing.....24

H1: There is significant association between supplier involvement and technological imbalance/uncertainty..... 25

H2: Resource dependence has a positive association which mediates the relationship between supplier involvement and technological imbalance/uncertainty. 25

4.4 Summary of Hypotheses Testing29

CHAPTER 530

Discussion.....30

5.1 There is significant association between supplier involvement and technological imbalance/uncertainty30

5.2 Resource dependence has a positive association which mediates the relationship between supplier involvement and technological imbalance/uncertainty.31

CHAPTER 632

RECOMMENDATIONS AND CONCLUSION32

6. Recommendations and Conclusion32

6.1 Theoretical Implications: 32

6.2 Technologies Helps supply chain Embrace Uncertainty:.....32

6.3 Coping with uncertainty in supply chain:.....32

6.4 Benefits and flexibility:33

6.5 Managerial implications:33

6.6 Make buyer and supplier feel value everyday:33

6.7 Limitations and directions for Future Research:34

References.....35

APPENDIX.....41