

# **IMPACT OF SUPPLY CHAIN MANAGEMENT PRACTICES ON SUPPLY CHAIN COMPETITIVENESS OF TEXTILE INDUSTRIES OF PAKISTAN**

**BY**

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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**BUSINESS STUDIES DEPARTMENT**

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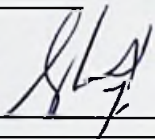
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## Abstract

**Purpose:** The purpose of this study is to lights different factors related to supply chain management (SCM) practices and supply chain competitiveness (SCC).

**Methodology & Design:** The research survey was conducted on 103 textile companies across Pakistan and questionnaires were sent to 300 textile professionals related to supply chain field. Data collection is done by using 5-point Likert scale and SPSS software was used to test the reliability of the data and multiple regressions was used to analyze the data.

**Findings:** Result indicates that supplier-buyers relations, external supply chain, human matrix, and environmental factors found no relationship with SCC. However, finding from information sharing and supply performance measurement approaches showed positive relationship with SCC, which gives organizations useful insight that how they will get benefit to improve their SCC.

**Limitations:** There are numerous textile companies in Pakistan. But in current research the population data, included only those textiles companies which are listed in Pakistan Stock Exchange Limited (PSEL).

**Recommendations:** Organizations should understand the important of supply chain and its competitiveness. Therefore, it is recommended companies should use ERP system to communicate real time and accurate information among the SC, use latest performance measurement approaches related to (fiancé, human resource and employees training, environment, and manufacturing). Also, develop the awareness of supply chain management among their employees.

**Keywords:**

Supplier-buyers relations (SBR), external supply chain (ESC), human matrix (HM), environmental factors (EF), information sharing (IS), supply performance measurement approaches (SPMA), and supply chain competitiveness (SCC).

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