

**IMPACT OF SUPPLY CHAIN STRATEGIES ON SUPPLY
CHAIN PERFORMANCE AND FIRM PERFORMANCE
WITH MODERATING EFFECT OF SUPPLY CHAIN
INFORMATION SYSTEMS. EVIDENCES FROM FMCGS
OF PAKISTAN.**

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S#	Date	Place of Meeting	Topic Discussed	Signature of Student
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2	26-09-2020	Online	Google Form	
3	10-10-2020	Online	Sample of responses	
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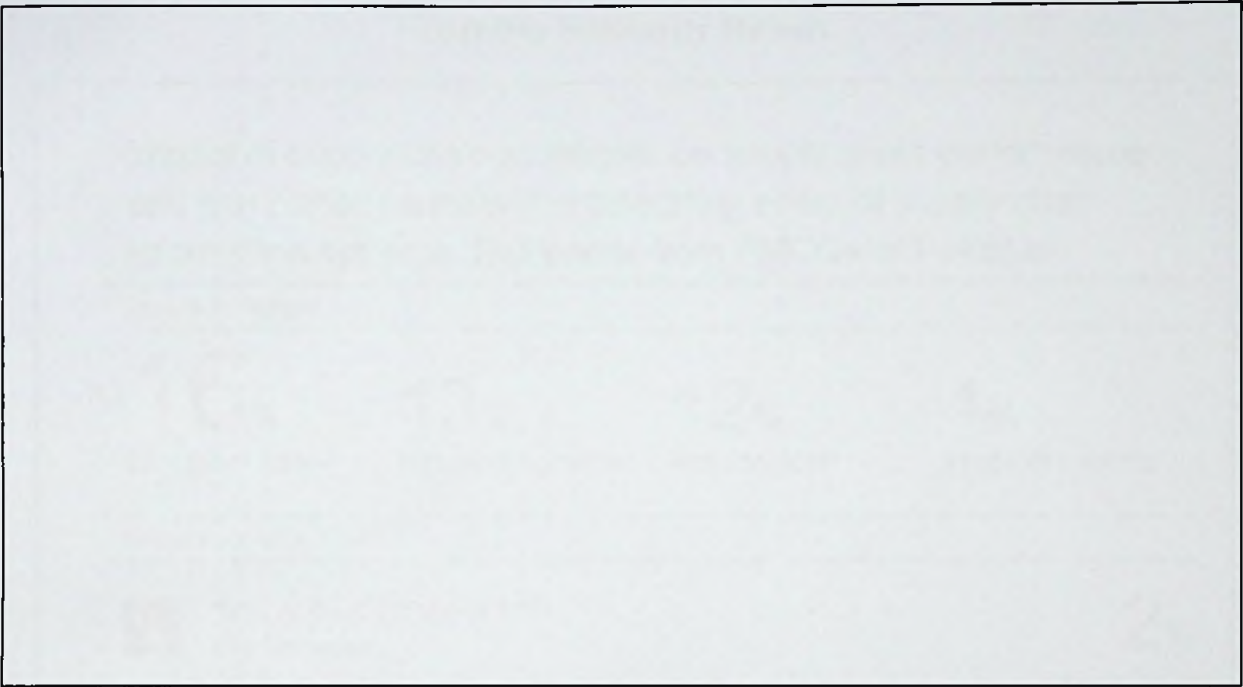
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Dedication

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 brothers, sisters, relatives, mentor, friends, and classmates who shared their words of advice and encouragement to finish this study.

And lastly, I dedicated this study to the Almighty God, 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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I am really thankful to Allah Almighty who bestowed me with the courage in completion of this thesis. After that my sincere gratitude to esteemed Sir Asif Rehman who motivated me to complete this thesis and without whom precious contribution this thesis would have been an incomplete one.

I would like to express my deepest appreciation to all those who provided me the possibility to complete this thesis. The success and final outcome required a lot of guidance and assistance from several people and I am extremely fortunate to get this all along in order to complete my thesis.

This thesis is based on reality and I have collected the information by sending the online questionnaire to companies as due to Covid-19 it was very difficult to visit them.

Abstract

Purpose: The study aimed at checking the impact of supply chain strategies (Lean & Agile) on supply chain performance and firm performance with moderating role of supply chain information systems (IS for efficiency & IS for flexibility).

Methodology & Design: The study was quantitative in nature based on deductive approach to test the hypothesis. The survey questionnaire method was used to collect data from supply chain heads of the FMCGs working in Pakistan.

Findings: The study concluded that supply chain strategies play important role in supply chain performance and firm performance. Our two moderating variables IS for efficiency and IS for flexibility did not show positive result as a moderating variable. However, their direct impact on positive supply chain performance came out as significant. Lean supply chain strategy did not show significant impact on supply chain performance. Agile supply chain strategy showed positive impact on the supply chain performance. And finally, the improved supply chain performance also showed positive impact on firm performance.

Limitations: There were few limitations. First, the data was only collected through questionnaires. Other than that, the study was primarily based in Karachi, Pakistan due to shortage of time and because of Covid-19.

Recommendations: Our recommendation is to take this study on a broad level. Future studies can be conducted on using larger sample size from all over the country. Future studies may be conducted in Pharmaceutical industry to see if the similar findings are experienced.

Keywords: Supply chain strategies, supply chain performance, supply chain information systems, firm performance.

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