



BAHRIA UNIVERSITY

Research Thesis

Submitted By: Rabia Hameed

Enrollment No: 01-396192-009

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Impact of supply chain analytics on supply chain performance with mediating role of supply chain transparency:

Abstract

Supply Chain Analytics is useful for the businesses in analyzing the data related to demand and supply forecasting, planning business operations, manufacturing processes, procurement and product delivery to the end consumers; thus, facilitating information processing. Moreover, it enables organizations to perform risk identification in the entire supply chain process and generate effective solutions. It is helpful in strengthening supply chain communication among the supply chain actors. With the advent of globalization and increased demand for sustainable practices, stakeholders are demanding more transparency in business practices. Supply Chain transparency also makes the supply chain process reliable for the stakeholders and leads to strengthened business relationships. Therefore, supply chain analytics, along with supply chain transparency proves to enhance the supply chain performance. For the research purpose, questionnaires as the primary data collection method were distributed among 100 managers and employees working in the food industry and SPSS was applied as the quantitative data analysis tool. The research will serve as a significant contribution to the literature as a guideline for further research. It will also be useful for the supply chain practitioners leading them to improved supply chain performance with the use of the model that was described further in this research study.

Keywords: Supply Chain Analytics, Risk Identification, Information Processing,

Communication, Supply Chain Transparency, Supply Chain Performance.

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