

IMPACT OF SUPPLIER COLLABORATION AND
FIRMS' RISK MANAGEMENT CAPABILITIES ON
THE ORGANIZATIONAL PERFORMANCE IN OIL
MARKETING AND LPG MARKETING COMPANIES
OF PAKISTAN



ZAIN ALI
01-396191-021

A thesis submitted in fulfillment for the
requirements for the award of the degree of
MS (Supply Chain Management)

Department of Management Sciences

BAHRIA UNIVERSITY ISLAMABAD

November 17, 2020

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Scholar's Name: **Mr. Zain Ali**

Registration No. **6255**

Enrollment#: **01-396191-021**

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To my beloved Aunt and my Parents

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Abstract

The current study sheds light on the supplier collaboration and its impact on the firm's performance. The study was done also by keeping in view the risk management capabilities of the firms and its relationship between firms performance and supplier collaboration? Hypothetically it has been said that the integrating the supply chain elements brings out the strategic advantage for an organization in a much competitive environment. So, an empirical survey was conducted in which sample of approximately 200 respondents (supply chain, retail, marketing and logistics industry professionals) was collected from the Oil and LPG marketing companies. Data was analyzed through SPSS software and various data analysis tests were done on collected data. Results signify that supplier collaboration significantly influence firm's performance and also the risk management capabilities of the firms moderately mediates the relationships between supplier collaboration and firm's performance.

Key Words: Supplier Collaboration, Firm's Performance, Risk Management Capabilities, Oil and LPG Marketing Companies

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List of Symbols/Abbreviations / Notation/ Terminology

- **ANOVA** – Analysis of Variance
- **CS** – Customer Service
- **Max** – Maximum
- **Min** – minimum
- **MGT**-Management
- **RQ**-Research Question
- **RO**-Research Objectives
- **SCM**- Supply Chain Management
- **Std** – Standard
- **Sig.** – Significance
- **SPSS**-Statistical Package for Social Sciences
- **LPG**- Liquefied Petroleum Gas
- **HRM** – Human Resource Management
- **KPI** – Key Performance Indicator
- **OP**- Organizational Performance
- **%** - Percentage