

Thesis Title

**The effect of web design elements in digital marketing on
supply chain management profit under cooperative
advertisement**



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DEDICATION

I dedicate my work to my father who had been an inspiration for throughout my life.

Abstract

Introduction and implementation of E-marketing practices in the businesses have strengthened the supply chain management (SCM) and provide the firms with a competitive advantage over their rivals. Companies tend to look into the smart technologies to convince their customers/consumers for selling their items. E-marketing plays an integral part in the SCM to attract the consumers around the globe, which may extend to the next level when the incorporation strategy between the SC Partner start to exit. This research helps to analyses the relationship between the SCM profitability and Web-design elements with the moderation effect of cooperation advertisement on their association. Survey based methodology is used for collection of data from the Telecom industry of Islamabad and Rawalpindi. Total 250 valid questionnaires were collected from different telecom industry working in Rawalpindi and Islamabad, Pakistan. Data was analyzed using Cronbach alpha reliability technique with the help of Statistical Package for Social Sciences (SPSS) version 23.0. Regression analysis and Andrew & Hayes process macro moderation analysis were conducted to test the hypothesis. The result of the study confirms the significant relationship exists among the variables, while only the search engine optimization shows insignificant impact on SCM profit. With use of digital medium, the telecom industry in Pakistan can utilize their website platform to attract the customer's demand and grow their supply chain revenue to achieve competitive advantage.

Keywords: Total profit of Supply Chain Management, Cooperative advertisement, Cyber Security, Search engine Optimization, Web Graphics & Appearances.

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