

**ROLE OF CLOUD BASED ERP ON SUPPLY CHAIN PERFORMANCE
AND ORGANIZATIONAL PERFORMANCE**



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Hasam Ullah

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Abbreviations

ERP	=	Enterprise resource planning
CLOUD	=	Connected Links on Unlimited Devices
SCP	=	Supply chain performance
FP	=	Financial performance
MP	=	Marketing performance

Abstract

Importance of cloud ERP is acknowledged for business organizations; the phenomenon was less explored with regard to supply chain performances of the business organizations; hence needs empirical verification. The main objective of this research was to evaluate the role of cloud based ERP on performances of both supply chain and organization. A population of 150 possible respondents was targeted from among the supply chain personnel from Lahore based different companies using ERP cloud, from where a sample size of 135 was finalized to get a representative sample. SPSS version 26.0 was employed to analyze the data collected through a survey questionnaire developed on Likert scale. Results indicate that Cloud-based ERP services positively impacts supply chain performance. Further impacts the financial and marketing performances of the organization. Findings of this study mainly contribute to the current literature on the relationship amid cloud ERP and Supply chain and organizational performances. This study retorted to fill the gap in literature by offering conceptualization of the different dimensions of supply chain and organization performance through marketing and financial performances in context of cloud-based technologies.

Keywords: Cloud centric technologies, ERP, supply chain performance, Pakistan