

**IMPACT OF SRM (SUPPLIER RELATIONSHIP
MANAGEMENT) ON COMPETITIVE ADVANTAGE OF
TELECOMMUNICATION FIRMS**



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ABSTRACT

This study has focused on identifying the impact of supplier relationship management on competitive advantage of telecommunication firms. In this study, supplier assessment, trust-based relationship with suppliers, supplier lead time reduction, and supplier collaboration have been considered as independent variables. Whereas, competitive performance has been considered as the dependent variable. This study has finalized telecommunication sector of Pakistan to testify the relationship between supplier relationship management and competitive performance. To prove this relationship, a survey has been conducted through a structured questionnaire by involving employees working in telecommunication sector of Pakistan, as these respondents have been requested to share their experiences by filling the structured questionnaire. Then, data analysis has been done based on collected data through various statistical instruments including descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficient. Results have revealed that there exists a significant relationship between supplier assessment, trust-based relationship with suppliers, supplier lead time reduction, and supplier collaboration (independent variables) and competitive performance (dependent variable) in telecommunication Sector of Pakistan. Hence, it has been proved that supplier relationship management has significant impact on competitive performance of telecommunication firms of Pakistan.

Key Words: Supplier Relationship Management, Supplier Assessment, Trust-Based Relationship with Suppliers, Supplier Lead Time Reduction, Supplier Collaboration, Competitive Performance, etc.

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