

**EFFECT OF SUPPLIER RELATIONSHIP MANAGEMENT ON SUPPLY
CHAIN PERFORMANCE WITH MODERATING ROLE OF FLEXIBILITY
CAPABILITY IN TEXTILE INDUSTRY**



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ABSTRACT

This study investigates the relationship between supplier relationship management, flexibility capability and supply chain performance in textile industry of Pakistan. This study has considered supplier assessment, trust-based relationship with suppliers, supplier lead time reduction and supplier collaboration as independent variables, flexibility capability as moderating variable, and supply chain performance as dependent variable. However, textile industry of Pakistan has been the sector chosen to investigate the relationship between variables mentioned above. Quantitative research method was used as primary data was collected through adoptive structured questionnaire based on 5 Likert scale. The responses were recorded from 270 respondents (supply chain members associated with textile industry of Pakistan) through convenience sampling technique. Responses recorded were analyzed through statistical tests such as correlation, regression and moderation analysis by using SPSS Software. The results indicate that supplier assessment, trust-based relationship with suppliers, supplier lead time reduction and supplier collaboration positively effects supply chain performance in textile industry of Pakistan. However, moderation analysis has revealed that flexibility capability significantly moderates the relationship between supplier assessment, trust-based relationship with suppliers, supplier lead time reduction and supplier collaboration (independent variables) and supply chain performance (dependent variable) in textile industry of Pakistan.

Key Words: Supplier Relationship Management, Supplier Assessment, Trust-Based Relationship With Suppliers, Supplier Lead Time Reduction, Supplier Collaboration, Flexibility Capability, Supply Chain Performance, etc.

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