

**MAJOR NO: SCM 29**

**Impact of Supply Chain Operations on Productivity Performance in  
Hotels of Islamabad**



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## **Abstract**

The primary goal of this research is to look into the impact of supply chain operations on productivity performance in the Pakistani hotel industry. The independent variables in this analysis are knowledge and coordination, customer relationship management, supplier relationship management, and capacity planning. In this analysis, however, productivity performance is used as the dependent variable. Moreover, this research has focused to check the relationship between the variables mentioned above. The focus of this study is on determining the relationship between information and communication, customer and supplier relationship management, and capacity planning (independent variables), and productivity performance (dependent variable) in the Pakistani hotel industry. To demonstrate this connection, a survey was conducted using a standardized questionnaire about this literature, in which hotel employees in Pakistan were asked to share their experiences by filling out the questionnaires. Statistical instruments were also used to classify the findings based on the data collected from the respondents. Descriptive frequencies, reliability, correlation, regression, and other statistical instruments were used in this analysis. The results of statistical instruments indicate that in the hotel industry of Pakistan, there is a major positive relationship between information and communication, customer relationship management, supplier relationship management, and capacity planning (independent variables), and productivity performance (dependent variable).

**Key Words:** information & communication, customer relationship management & supplier relationship management & capacity planning.

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