

**IMPACT OF INFORMATION &
COMMUNICATION TECHNOLOGY ON
ORGANIZATIONAL PERFORMANCE WITH
MEDIATING ROLE OF SUPPLY CHAIN
PRACTICES: EVIDENCE FROM TEXTILE
SECTOR OF KARACHI**

BY

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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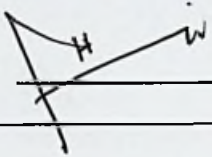
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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: _____

A handwritten signature in black ink, appearing to be 'H W', is written over a horizontal line. The signature is stylized and somewhat abstract.

Dedication

First of all I am thankful to Almighty Allah who blessed me with strength and commitment to complete this thesis. I want to dedicate this research to my family, teachers and friends who have continuously supported me during this entire journey.

Acknowledgement

I would like to express my deepest appreciation to Dr. Sayma Zia who has mentored me and without her guidance and persistent help this thesis would not have been possible. I would also like to extend my feelings of appreciation for Dr Danish Iqbal who I have been associated with during the proposal phase of my thesis.

Abstract

Purpose:

In today's world, the information and communication technology has become an integral part of all types of businesses where the organizations are facing the productivity issues. In the context of supply chain, this study discusses direct impact of information and communication technology on organizational performance in terms of supply chain and indirect impact of information and communication technology on organizational performance with mediation of supply chain practices including logistics integration, lean manufacturing, information sharing and information quality.

Methodology & Design:

This study has analyzed conceptual model in textile sector of Karachi where immense application of said variables found in place. Data to conduct survey in this study was collected from managers dealing with supply chain operations in different textile companies of Karachi. Data is collected from 140 supply chain managers of respective industry. For the purpose of data analysis SMART-PLS software is used to test the hypotheses of study.

Findings:

Results show that there is significant positive impact of information and communication technology on organizational performance and this relationship mediates with lean manufacturing, logistics integration and information sharing. There is insignificant mediating impact of information quality in relationship between information and communication technology and organizational performance.

Limitations:

Generalizability of this study is only towards Textile sector of Karachi and based on information and communication technology related to the supply chain model of textile sector, while organizational performance is also measured only in the context of supply chain.

Recommendations:

Textile supply chain models can performance better with application of information and communication technology by good relationship with supplier of the raw material for the manufacturing of the textile products. They can reduce the cost of raw materials by establishing logistics integration, by adopting lean manufacturing approaches and enhance information sharing in integration process.

Keywords: *Information and Communication Technology, Supply Chain Practices, Organizational Performance, Textile Sector*

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