

# **IMPACT OF NETWORKING CAPABILITY IN SUPPLIER RELATIONSHIPS ON FIRM PERFORMANCE OF FMCG IN KARACHI PAKISTAN**

**BY**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

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### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 15% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Business Studies Department.

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## Abstract

### Purpose

The necessity of managing supplier relationships is recognized by supply chain management theory. We know little about the competencies that underpin such supplier relationship management, which are essential to reorganize and expand the supply base to continually enhance its performance. New research by Yulianto, E. (2021) gives preliminary information on this issue.

### Methodology & Design

This research is conducted as an experimental assessment on the sample of FMCG sector of Karachi which are listed in Karachi stock exchange. It collects 300 self-reported responses via digital platforms to check the reliability of the dynamic capabilities' components on the product innovation and overall supply firm performance.

### Findings

The results show us the variance impacts of the elements exist in SRM capabilities of initiation, development, ending, which are credited to the characteristics of the business supply base performance in a positive combination with the supply firm's performance.

### Limitations

The recommended period of the thesis completion was limited, and we were not able to approach the required sample. This study can be extended further for a lengthier period. This would be helping the young researchers for achieving more precise and convincing results.

### Recommendations

Our study suggest that organizational approaches regulate the effect of NC on product innovation. Moreover, if external relationships are seen to be significant drivers of company performance, networking talents of supply relationship management are better exploited, but poor relationship inclination dampens NC effectiveness.

**Keywords**

Supply chain performance, Enterprise resource planning, Performance measurement supply chain, Dynamic capabilities, Supplier Relationship Initiation Capability, Supplier Relationship Development Capability, Supplier Relationship Ending Capability

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