

IMPACT OF DISRUPTIONS ON SUPPLY CHAIN RESILIENCE: STUDYING THE EFFECTS ON MARKET PERFORMANCE & RISK MANAGEMENT PERFORMANCE.

BY

DANIYAL AHMED

35394

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



FALL, 2023

BUSINESS STUDIES DEPARTMENT

BAHRIA BUSINESS SCHOOL

Bahria University Karachi Campus



MBA Thesis 3rd-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	21/06/2022	Bukc	Conceptual Framework	
2	13/07/2022	Bukc	Literature Review	
3	25/08/2022	Bukc	Questionnaire	
4	16/10/2022	Bukc	Analysis	
5	29/12/2022	Bukc	Finalization of Thesis	

APPROVAL FOR EXAMINATION

Candidate's Name: DANIYAL AHMED

Registration No.: 35394

Thesis Title: _____

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 Department of Business Studies.

Supervisor's Signature: _____

Date: _____

Supervisor's Name: _____

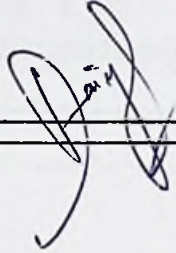
HoD's Signature: _____

Date: _____

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 blue ink, consisting of several loops and a long horizontal stroke, written over a horizontal line.

Dedication

Firstly, I would like to thank almighty ALLAH who is the most beneficial and merciful, he is the one who made me capable of doing this. Secondly, this work is dedicated to my parents, teacher and friends because these are the persons who had supported me to the maximum of their efforts. Most importantly, I would like to dedicate this work to my supervisor “SIR ASIF UR REHMAN” who gave all his time and efforts towards this work. Without his support and guidance, I would not be able to complete this thesis work what I am today is just because of my parents and the people who care about me. Furthermore, I would like to thank Bahria University for allowing me to work on this research project.

Acknowledgement

Firstly, I would like to thank almighty ALLAH who is the most beneficial and merciful, he is the one who made me capable of doing this. Secondly, I would like to express my gratitude to my supervisor, Mr. Asif-Ur-Rehman from Bahria University, who guided me throughout the thesis. I would also like to thank my friends and family who supported me and offered deep insight into the study.

Abstract

The purpose of this study is to examine the role of supply chain Resilience on market performance and risk management performance having a moderating effects of Supply Chain Disruptions in this ever changing environment.

This research aims to identify the relationship and importance of supply chain disruptions in managing supply chain resilience, market performance and risk management performance. This is a quantitative and deductive type of research in order to identify how Supply Chain Disruption affects Supply Chain Resilience, Market Performance & Risk Management Performance. The design of the research is to study the causes and effects of Supply Chain Disruptions on Supply Chain Resilience, Market Performance & Risk Management Performance. It is a causal-effect study in which we try to establish causal-effect relationship between the variables. Convenience sampling technique would be used because the research is not for everyone so everyone doesn't have an equal opportunity to be picked for the data collection. The sample size is 385. Information collected in this study was analyzed using Smart (PLS). Descriptive statistics, correlation and regression analysis were conducted to analyze the impact of both dependent and independent variables. Furthermore, regression and correlation analysis will be used to determine the role of supply chain resilience in managing supply chain disruptions.

The research finding indicates with evidence that Supply Chain Resilience has an impact on Market Performance, Risk Management Performance and are not affected by supply chain disruptions which was acting as a moderators and Independent variable as well. The research is limited to the supply chain department and also there are several other factors that can lead to supply chain risks but due to the time limitations only critical and less studied factors are chosen.

Recommendations are related to firms that they should enhance their supply chain processes in a way that they can easily cope up with any sort of disruptions in the near future, they should create such an effective plans/strategies in order to overcome any sort of bottleneck creation in the Supply chain and design such a method which will be helpful in internal and external communication, Supplier Relationship management, preventive Actions in uncertainties can also be adopted by organizations to manage Supply Chain Disruption risks. Furthermore, companies should also consider an effective and strategic Master Production planning in order to be in the market with its competitors without any effects of supply chain disruptions.

Keywords

Supply Chain Resilience, Supply Chain Disruptions, Market Performance, Risk Management Performance, Infrastructure Disruption, Catastrophic Disruption, Supply Side Disruption.

TABLE OF CONTENT

Dedication.....4

Acknowledgement5

Abstract.....6

Keywords7

Chapter 1.....11

INTRODUCTION11

 1.1. Background12

 1.2. Problem Statement13

 1.3. Research Objectives13

 1.4. Research Questions13

 1.5. Significance of the Study13

 1.6. Scope of the Research14

Chapter 2.....15

LITERATURE REVIEW15

 2.1. Supply Chain Resilience16

 2.2. Performance impacts of supply chain resilience16

 2.3. Impacts of Disruptions17

 2.4. Supply Side Disruption17

 2.5. Infrastructure Disruption18

 2.6. Catastrophic Disruption.....18

 2.7. Relationship between SCR and RMP:.....18

 2.8. Relationship between SCR and MP:19

 2.9. Relationship between SCR and RMP moderated by SCDs:19

 2.10. Relationship between SCR and MP moderated by SCDs:19

 2.11. Research Hypotheses.....19

 2.12. Conceptual Framework20

Chapter 3.....21

RESEARCH METHODOLOGY.....21

 3.1. Research Approach & Type21

3.2. Research Design21

3.3. Research Population21

3.4. Sample Size & Sampling Technique.....22

3.5. Research Instrument22

3.6. Data Collection.....22

3.7. Data Analyses Method22

Chapter 4.....23

RESULTS23

4.1 Respondent Profile23

4.2 Reliability Analysis23

4.3. Validity.....24

4.4 Hypothesis Testing24

4.5 Regression Model.....25

Chapter 5.....27

DISCUSSION27

5.1. Hypothesis 1:27

5.2. Hypothesis 2:27

5.3. Hypothesis 3:28

5.4. Hypothesis 4:28

Chapter 6.....29

RECOMMENDATIONS AND CONCLUSION29

6.1 Recommendations29

6.2 Limitations of This Study.....29

6.3 Future Research.....30

6.4 Conclusion.....30

REFERENCES31

APPENDIX.....34

Questionnaire.....34