THE EFFECTS OF SUPPLY CHAIN INTEGRATION ON TECHNICAL INNOVATION: CASE OF BREAD & BEYOND BAKERS

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DEDICATION

To my husband, **Dr. Sajjad Haider**, without whom this work would have been incomplete. In the hope that this work may in some way contribute to the field of Supply Chain in Pakistan, I would like to dedicate this work to my beloved mother, **Shahnaz Ata**, and father, **Ata-Ur-Rehman Bhatti** for their continuous support regardless of the circumstances I placed in front of them.

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ABSTRACT

This research work is focus on exploring the impact of supply chain integrationon the technical innovation in specific organization Bread & Beyond Bakers. The supply chain risk has been considered as a moderator variable in the relationship of supply chain integration and technical innovation. According to the results, it has been concluded that customer integration and technical innovation have a significant association with technical innovation. It is also shows that internal integration, supply integration had a significant effect on technical innovation. Supply Chain Risk (SCR) as moderator moderate the relationship between supplier integration and technical innovation. SCR hasnot effect as moderator the relationship between Internal Integration and Technical Innovation, it was also found that SCR as moderator did not affect the relationship between customer Integration and Technical innovation.

Keywords: Supply chain integration (SCI), Supplier Integration (SI), Internal Integration (II), Customer Integration (CI), Technical Innovation (TI)

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LIST OF ABBREVIATIONS

SCM	Supply Chain Management
SCR	Supply Chain Risk
SI	Supplier Integration
CI	Customer Integration
II	Internal Integration
TI	Technical Innovation
TIP	Technological Innovation and performance
IOT	Internet of Things