



Final Research Thesis

**“BULLWHIP EFFECT AFFECTING ORGANIZATION
PRODUCTIVITY AND ITS REDUCTION IMPACTS FROM
PAKISTAN.”**

As per course requirement of MBA (3.5 years)

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I would like to dedicate this report to my Peer Hazrat Sultan Muhammad Ali Sahib, my grandfathers; Meher Mian Ghulam Murtaza (late) and Zaildar Hafiz Mian Muhammad Nawaz (late), to my buddies within reputation of the really worth and also to the teachers that are the actual leading pressure for me personally which is their own work as well as effort which revealed me personally the road associated with achievement as well as wealth which may become generally there for me personally throughout my entire life.

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Abstract:

The effect of bullwhip on the organization productivity in Pakistan have not be examined or analyzed before. There is certainly just one research which looks at the connection between or among bullwhip effect as well as its impacts or effect on the business efficiency that is insufficient to supply strong proof of bullwhip effect on organization productivity. Which means this research targeted at analyzing the consequences of bullwhip within the effectiveness associated with organization from oil and petroleum industry in Pakistan. Descriptive analysis, correlation, ANOVA, and regression methods had been used to look at the results. The analysis or study reveals the positive impact of bullwhip on the organization productivity, which there is unpredictability regarding to demand or order. There is lack between trust, information sharing, and control, accuracy in orders or quality within the supply chain structure of the organizations. While on the other hand if the company follows the guanxi techniques within their supply chain structure i.e. information sharing, control, accuracy in orders and quantity companies can counter this effect effectively and efficiently, this effect can cost 12 to 20 % of operating cost to company and so the companies cannot try to just ignore this effect, through guanxi techniques this effect can be tackle efficiently and effectively where information is shared, control and competitive position can be enhanced.