

“Global Sourcing: An instrument to improve competitiveness.”



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Abstract

This research study is about global sourcing and how it acts as an instrument to improve the overall competitiveness of the organization, focusing on the automobile industry. Today most of the organizations or companies are focusing to increase their productivity with the help of global sourcing strategies, and develop policies to improve the top management commitment, well defined business processes and implementation of latest information technology systems. They are also working towards having an effective communication organization structure and design, methodologies for further investments, savings, reduce the cost of the products, quick response time to organization and customers, deliver best quality product to customers, continuous learning and improving their competitive position in the market. The role of the supplier is important and is considered as a valuable resource of a firm and organization to help in gaining a competitive advantage. The type of research study is empirical. This research study establishes and constructs the significant relationships between many related factors about the effectiveness and efficiency of the strategies of global sourcing. Results and outcomes show that the structure of global sourcing and processes such as business capabilities, global and international language learning capabilities and different top management styles are committed entirely to the organization as a whole.