IMPACT OF AUTOMATED NEGOTIATION WITHIN ELECTRONIC COMMERCE ON EFFECTIVE PROCUREMENT IN AUTOMOBILE INDUSTRY - A CASE STUDY OF PAK SUZUKI MOTOR

By

JAVAIRIA ZAMAN
20174

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfilment of the requirements of the MBA degree

SPRING, 2015

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	16-09-15	Cubical	Research Methodology & Questionaire	Jawaria Zaman
6	18-Nov-15	Cubical	Statistical Analysis & last 3 chapters.	Jawaria Zaman
7	23-12-15	Cubical	Review & Proof reading of final thesis.	Jawaria Zaman

APPROVAL FOR EXAMINATION

Candidate's Name: Jawaria Zaman Registration No. 20174

Thesis Title: Impact of Automated Negotiation within electronic Commerce on effective Procurement in Automobile Industry. A case study of Paksuzuki Motor.

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 ---------- 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 Management Sciences.

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Name: M. Mumtaz Khan

Head Of Department Singnature: _____ Date: _____

Abstract

Purpose of this study-The purpose of this study is to identify the automated negotiation processes within electronic commerce and how it impacts the procurement process of Pak Suzuki. In this study will focus on automated, rather than human factor, negotiation. Moreover, focuses on either Pak Suzuki using a cooperative or non cooperative negotiation. While I recognize that automated trading in the stock is one example of automated negotiation.

Research method/sampling- This study will be restricted to employees of Pak Suzuki, however the finding of this research generalize to the employees as well as the purchasing department of Pak Suzuki Motors .For this study data was collected by distributing structured questionnaire based on Likert scale to the sample size of 50 middle level of employees of different department and from the managers. And also gathered from the respondents were tested using statistical methods like regression and correlation techniques by analyzing data into SPSS.

Findings of the research- As the major purpose of the study was to analyze and understand the impact of automated negotiations in the procurement of raw materials in Pak Suzuki Motors Company Pakistan as well as how four factors contributed in procurement process through lead time, cost reduction, improved communication and supply relationship management.

Practical implications of the research-- The results of the study reveals that lead time, cost reduction, improved communication and supply relationship management towards automated negotiation and their major roles and influences on procurement process. The study still has scope for further investigation and can be used for further analysis of the students in Pakistan.

Keywords: E commerce, supply chain management, procurement, automated negotiation.

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