

"The Impact of Supply Chain Management Practices on the Organizational Performance in the Retailer sector of Pakistan"



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ABSTRACT

The effective and efficient use of Supply chain management practices is becoming an undeniable method of attaining reasonable edge over other firms and also increasing the overall performance of the organization. For an organization to prosper and flourish in today's demanding and uncertain business environment, they need to emphasize more on improving the supply chain management practices. Supply chain practices are very crucial and vital for the success of the Retail sector of Pakistan because they have to provide merchandise to the consumers directly. In the absence of SCM practices, success and even growth of the Retail sector could not be achieved.

This research focuses on and discovers the impact of SCM practices (Strategic Supplier Partnership, Customer Relationship, Level of information sharing and Quality of information sharing) on the Organizational performance OP of Retailer industry in Pakistan. A Questionnaire that encompasses all the 5 practices of SCM and OP was used to collect data from 150 working employees and owners of Retailer and Wholesaler shops and outlets in Islamabad, Rawalpindi and Peshawar.

The collected data from the Questionnaires was analyzed and interpreted utilizing the Software SPSS version 20. Pearson Correlation and Multiple Regression were used to check the connection between the self governing and reliant variables. The results from extensive research and data collection suggest that higher levels of SCM practices in an organization can boost the performance of a Retailer company. This research focused on the Retailer industry of Pakistan from a Supply chain perspective, future studies should expand their scope to other industries of Pakistan.

Key words: Customer Relationship, Information Sharing, Supply Chain Management Practices, Strategic Supplier Partnership.

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