

Major: Supply Chain

S. No. 38

"Impact Of supply chain capabilities on supply chain performance: An empirical study of Pakistani electronic industry"



By:

Muhammad Talha Saleem

01-222152-020

Supervisor:

Urooj azhar

Department of Management Sciences

Bahria University Islamabad

Spring 2017

Contents

Title.....	1
ACKNOWLEDGEMENT	2
ABSTRACT.....	5
KEYWORDS.....	5
CHAPTER 1	6
1.0. INTRODUCTION	6
1.1. BACKGROUND OF THE STUDY	6
1.2. PROBLEM STATEMENT	9
1.3. RESEARCH QUESTIONS	10
1.4. RESEARCH OBJECTIVES	10
1.5. RESEARCH SIGNIFICANCE/IMPORTANCE.....	10
1.6. RESEARCH GAP.....	10
1.7. INDUSTRY ANALYSIS.....	11
CHAPTER 2	12
2.0. LITERATURE REVIEW	12
2.1. SUPPLY CHAIN CAPABILITIES	12
2.2.0 SUPPLY CHAIN INFORMATION MANAGEMENT	13
2.2.1 Information Technology Advancement	13
2.2.2 Information Exchange.....	16
2.2.3. Information Technology Alignment	17
2.3. SUPPLY CHAIN COORDINATION	18
2.4. SUPPLY CHAIN INTEGRATION.....	21
2.4. SUPPLY CHAIN PERFORMANCE	26
2.5. THEORETICAL FRAMEWORK.....	31
CHAPTER 3	32
3.0. RESEARCH METHODOLOGY.....	32
3.1. RESEARCH PHILOSOPHY	32
3.2. RESEARCH DESIGN.....	32
3.4. UNIT OF ANALYSIS	32
3.5. APPROACH	32

3.6. METHODOLOGICAL CHOICES	32
3.7. POPULATION	33
3.8. SAMPLING	33
3.9. DATA COLLECTION	33
3.10. ETHICAL ISSUES	33
3.11. RESEARCH INSTRUMENT	34
3.12. DATA ANALYSIS TECHNIQUES.....	34
CHAPTER 4	35
4.0. ANALYSIS AND DISCUSSION.....	35
4.1. RELIABILITY.....	35
4.2. DESCRIPTIVE.....	36
4.3. FREQUENCY.....	37
4.4. CORRELATION	40
4.5. REGRESSION.....	41
4.5.1 SIMPLE REGRESSION TECHNIQUE.....	42
4.5.2. SIMPLE REGRESSION TECHNIQUE.....	43
4.5.3. SIMPLE REGRESSION TECHNIQUE.....	44
4.5.4. Multiple Regression Technique	45
CHAPTER 5	47
5.0. CONCLUSION.....	47
5.1. MANAGERIAL IMPLICATIONS	47
5.2. LIMITATIONS AND FUTURE DIRECTIONS.....	49
5.3. REFLECTIONS.....	49
5.4. RECOMMENDATIONS.....	49
Bibliography	52
Appendix.....	63

ABSTRACT

This research study has been accompanied in an endeavor to study an impact of supply chain management capabilities on supply chain performance through proposed dimensions of supply chain information management, supply chain coordination and supply chain integration according to unit of analysis success of overall supply chain management. The ambition of this research is to enhance the cognizance of supply chain management capabilities and depiction of its performance in electronic industry of Pakistan. The chosen constructs have said to have significant association on the reliant variable that is supply chain performance by dispensing a set 400 questionnaire through set of analysis was performed using correlation and regression analysis to observe an impact along with consistency and association between the proposed variables about what influence they will generate on dependent variable.

The researcher has opted primary source for data assortment to gather facts spending the questionnaire as a research instrument. Reliability test has been implemented to confirm the inter item reliability and precision of items encompassed in the questionnaire at both instrument and variable level. The correlation and regression analysis has been conducted in order to test the research propositions.

The acumens succeeded from this research study customary that a positive and significant liaison exists between the proposed supply chain management capabilities observed through supply chain information management, supply chain coordination and supply chain integration. The research study has dyed a significant deliberation for future researchers.

KEYWORDS

- Supply chain management capabilities
- Supply chain coordination
- Supply chain integration
- Supply chain performance