

**The impact of supply chain risk on competitive performance of industrial sector of Islamabad**

## **Abstract**

This research investigates the impact of supply chain risk on competitive performance of company in the industrial sector of Islamabad. Supply chain is a vast field and spread over many elements in businesses. However, coping with uncertainties in supply chain is a great challenge for managers. Current study has conducted a survey in industrial sector of Islamabad to investigate the selected model. Model includes three independent variables demand variability risk, supplier delivery risk and operational risk and one dependent variable competitive performance. Responses of 150 individuals from different company were collected and then analyzed by using various implemented tools. Collected data was processed in SPSS software. Results generated through correlation, regression, and descriptive statistics to test the predetermined hypothesis. Results depict significantly positive impact of supplier delivery risk management and competitive performance. While it has been observed that demand variability risk if managed well it will have positive impact on competitive performance. Third independent variable operational risk management has also positive impact on competitive performance.

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