

Major: Supply Chain Management

S. No. 22

“Impact of E supply chain on organizational performance and competitive advantage”



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DECLARATION

I, hereby declare that this research paper that is being submitted to the department of Management sciences, Bahria Univeristy Islamabad for approval on account of partial fulfillment of the requirement for the degree of Masters of Business Administration (MBA) in December, 2017 is my personal effort and hard work. This research topic has been under study by me since one year and I have tried my best to produce effective, original and valuable work. The research is based on original data gathered and all the work is mentioned with proper references so there is no breach of copyright law.

Fatima Razzaq

DEDICATION

I am highly indebted with the kind of support my parents have shown in the completion of this research paper. From the phases of gathering of data, to continuous working all day long, my parents stood by me at each step and encouraged me to do my best. I dedicate this thesis to them.

I would also like to dedicate this thesis to Bahria university, Islamabad which has been a hub of new learning, knowledge, practical work, exposure to real world and above all a true contributor in making me a better, logical and dedicated person.

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I would like to thank all the participants who took part in completing the survey. Without their participation and input in my validation of my survey, this research work would not have been possible.

LIST OF ABBREVIATION

ESCM electronic supply chain management

ESC Electronic Supply chain

SCM Supply chain management

SC Supply chain

ERP Enterprise resource planning

ABSTRACT

With revolution in technology new kind of Supply chain methods are evolved. Among them E supply chain has become the way to connecting with suppliers round the world. Companies founded E supply chain as an essential mean to develop relationship with customers and stand apart against competitors. In light of increasing interest for use of electronic supply chain this study set out to classify dimension and examine their relationship with organizational performance. In addition, the moderating role of ESC on relationship between organizational performance and competitive edge has been investigated with respect to Pakistan.

To answer the research question and test the hypothesis, three e supply chain dimensions and two dependant variables were analyzed through regression analysis on SPSS 13. To examine the moderating role of e supply chain David A. Kenny approach is used. In order to gather primary data, adopted questionnaire were used and data was collected from sample of 300 customers in Pakistan. The findings exhibit that greater the E supply chain implication in organizations lead to greater competitive edge. Indeed, this study shows that e supply chain activities enhance performance of the firm.

The result concluded after an extensive research suggest that the implication of electronic supply chain allow greater flow of information and result in decrease cost for managing the relationship with suppliers. Companies can improve their performance and attain competitive edge by adopting this strategy in Pakistan. This paper revolves around online retail store in future industries can be compared.

Keyword: E supply chain, competitive edge, supply chain, organizational performance

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