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“(The role of supply chain management practices on organizational performance: an evidence of Pakistan cement industry)”



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## ABSTRACT

The aim of this study is to examine the impact on supply chain practices, and its impact on the supply chain related performance of cement industry. A total of 120 individuals pertaining to different cement companies operating in Rawalpindi and Islamabad have been considered in the same research for the purpose of data collection. The research methods used here is quantitative in which the data has been collected from the primary method then it is analyzed with reliability statistics, correlations and regression analysis. The dependent variable selected here is supply chain performance, while the independent variables are supplier partnership, customer relationship, postponement, information and quality of information. On the basis of regression analysis it is found all five variables positively influence supply chain related performance of cement companies in Rawalpindi and Islamabad. However, each of these variables are essential to impose relevant and important influence on the supply chain performance of the companies.

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Keywords: *supply chain, organizational performance, cement industry, management practices.*

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