

(SCM)
F. No. (5A)

**"INVESTIGATING EFFECTS ON ORGANIZATIONAL SUPPLY CHAIN
PRODUCTIVITY THROUGH UTILIZING SUPPLY NETWORK PRACTICES."**



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Spring – 2018

FINAL THESIS APPROVAL SHEET
Viva-Voice Examination

Date:01/07/2018

Viva Date:29/06/2018

Investigating effects on organizational productivity through utilizing supply network practices.

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ACKNOWLEDGEMENTS

First of all, I praise the Almighty Allah who enabled me to proceed my work successfully. Behind my work there are several people's effort for which I would like to express my profound gratitude.

Foremost, I express my heartiest appreciation to my supervisor Dr. Arif Kahttak for her continuous and patient assistance, motivation and beneficial critique. I am particularly grateful to my parents, supportive teachers and colleagues who helped me in giving supportive instructions and valuable help during my research work.

Besides that, my companions are really admissible for their company and assistance in my research work especially Ali Faizan. Finally, I would like to profoundly appreciate and admire my parents and family for their continuous spiritual support.

ABSTRACT

This study examines the impact of strategic supplier relationship, risk and reward sharing and supply chain integration on supply chain performance in pharmaceutical sector of Pakistan. Primary data has been collected through structured questionnaire from pharmaceutical sector in the area of Rawalpindi and Islamabad. 90 current employees of these pharmaceutical companies participated in the survey. A convenience sampling technique used to collect the primary data. Each question had five options; each of them was assigned a value from one to five. Rating “one” was strongly disagree and “five” was the strongly agree. Questionnaire for this has been adopted from secondary data. SPSS 17 has been used for statistical calculations. Regression and correlation tests were used to analyze the results. It has been concluded that variables such as strategic supplier partnership, risk and reward management and supply chain integration have a significant positive impact on the performance of supply chain causing a development in the pharmaceutical sector. The results provide support for the theory that supply chain integration, risk and reward management and strategic supplier relationship can help a firm to improve its performance. It has been recommended that by controlling the abilities needed for better integration, every individual in the supply chain can obtain better performance. Research must concentrate on the relations among the various constructs.

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