

# **IMPACT OF SUPPLY CHAIN INTEGRATION ON OPERATIONAL PERFORMANCE: MODERATING ROLE OF ENVIRONMENTAL UNCERTAINTY'**

**By**

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## Approval statement

## MBA THESIS

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I hereby certify that the mentioned student's thesis has been completed to my satisfaction. To my belief, its standard is appropriate for submission for examination. I have also conducted the test for plagiarism for this thesis using HEC prescribed software. I found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have found the thesis in a format recognized by the Department of Management Sciences.

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### **Abstract**

**PURPOSE:** The purpose of this study is to examine the impact of supply chain integration and operational performance when environmental uncertainty is high.

**METHADODOLOGY:** In this study survey method was adopted to collect the data. Web based questionnaire was used to collect the data from the companies easily available on the social sites. Sample size of this study was 200 and sampling technique chosen was convenience sampling. To analyze the results frequencies, regression and correlation was studied.

**FINDINGS:** The purpose of this study was to examine the impact of two dimension of supply chain integration and four dimension of operational performance when environmental uncertainty is high. 8 hypotheses were generated for this study. This study was based on contingency theory and organizational information processing theory. According to the results supply chain integration and operational performance relationship is moderated by environmental uncertainty. Results indicate that the relationship between interior incorporation, and item quality and generation cost will be reinforced under a high EU. A high EU will likewise make the requirement for outside arrangement with providers and clients, yet not really enhance item quality and generation cost. Results reveal that item improvement contends that the execution effect of provider incorporation decreases under EU

**PRACTICAL IMPLICATION:** The outcome of this research is to investigate supply chain integration and operational performance under high environmental uncertainty.

**KEYWORDS:** Internal integration, External integration, Operational performance, Environmental uncertainty