

IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON SUPPLY CHAIN (SCOR MODEL): A CASE OF UNILEVER PAKISTAN

By

**MUNEEB AIJAZ
22880**

A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
of the MBA degree



SPRING, 2018

Bahria University Karachi Campus

Spring 2018

Student ID No. 22880



MBA Thesis

2ND HALF-SEMESTER PROGRESS REPORT &

Name of Student	Muneeb Aijaz
Registration No.	22880
Thesis Title	Impact of Technological Advancement on Supply Chain (SCOR model): A case of Unilever Pakistan

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	11-03-18	Cafeteria	Discussion on Questionnaires and data collection	
6	16-04-18	Room: Q205	Running of SPSS test and analysis of its results	
7	23-04-18	Café Bistrovia	Practical Implications and Critical Debate	

APPROVAL FOR EXAMINATION

Candidate's Name: Muneeb Aijaz Registration No. 22880

Thesis Title: Impact of Technological Advancement on Supply Chain (SCOR model): A case of Unilever Pakistan

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 15% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 7/7/2018

Name: M. Tijad Shaikh

Abstract

Purpose- The sole purpose of this research was to identify the impact of technological advancement on entire supply chain SCOR model. Different literature reviews done in this research emphasized on the fact that the use of technology in any driver of supply chain increases its performance efficiency and reduces cost. In this research focus was on FMCG sector and further it was narrowed down to the largest FMCG firm Unilever Pakistan.

Methodology/sample- This research was of quantitative in nature and data was collected through close ended questionnaires distributed in various Unilever Pakistan factories. The sample size was set to 100 and data was collected from entire sample for analysis. Descriptive analysis, reliability test and multiple regression tests were run by using SPSS tools for study.

Findings- Our results showed that there is positive and significant relation between technology and drivers of SCOR model.

Practical Implications- IT eliminates the organizational fat which is wasting the time and speedup the processes thus same practices should be implemented across the industry for the growth of FMCGs. The benefits which are gained with the usage of IT in FMCGs are lead time reduction, speed to market, efficiency enhancement, fat reduction, maximum resources utilization, wastage reduction etc. Therefore, it's recommended to use the same practices across all other industries in Pakistan to get maximum benefit of advanced technology.

Keywords: *SCOR model, information technology, business practices, integrated supply chain, excellence in SCM, FMCGs*

Contents

CHAPTER 1 1

INTRODUCTION 1

 1.1 Introduction 1

 1.2 Background 3

 1.3 Problem Statement 6

 1.4 Research Objectives 7

 1.5 Significance of the Study 7

 1.6 Scope of the Research 7

 1.7 Organization of the Thesis 7

CHAPTER 2 9

LITERATURE REVIEW 9

 2.1 Information Technology (Business Practices and Integrated SCM) 9

 2.2 Plan 11

 2.3 Source 11

 2.4 Make 12

 2.5 Deliver 13

 2.6 Return 13

 2.7 Summary of Literature Review 15

 2.8 Research Hypotheses 17

 2.9 Conceptual Framework 18

CHAPTER 3 19

Research Methodology 19

 3.1 Research Approach & Type 19

 3.2 Research Design 19

 3.3 Research Population 20

 3.4 Sample Size & Sampling Technique 20

 3.5 Research Instrument 21

 3.6 Data Analyses Method 22

CHAPTER 4 23

Results.....	23
4.1 Descriptive Analyses.....	23
4.2 Reliability Analyses	24
4.3 Hypothesis Testing.....	24
4.3.1 Hypothesis 1.....	25
4.3.2 Hypothesis 2.....	27
4.3.3 Hypothesis 3.....	30
4.3.4 Hypothesis 4.....	32
4.3.5 Hypothesis 5.....	34
4.4 Summary of Hypotheses Testing	37
CHAPTER 5	38
Discussion.....	38
5.1 Discussion	38
5.1.1 Hypothesis 1 Discussion	38
5.1.2 Hypothesis 2 Discussion	39
5.1.3 Hypothesis 3 Discussion	39
5.1.4 Hypothesis 4 Discussion	39
5.1.5 Hypothesis 5 Discussion	40
CHAPTER 6	41
Recommendations and Conclusion.....	41
6.1 Recommendations	41
6.2 Limitations of the Research.....	41
6.3 Future Research.....	42
6.4 Conclusion.....	42
References.....	44
APPENDIX.....	49