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**ICT INFLUENCE ON BUSINESS PERFORMANCE AND SUPPLY CHAIN
COMMUNICATION SYSTEM IN FERTILIZER INDUSTRY**



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ABSTRACT

Increasing usage of information technology and web activities has motivated the researchers to explore how it can influence field of business. ICT is now become intrinsic for firms in today's vigorous and changing business environment. Combining ICT with organizational activities like planning process, strategy formulation, decision making, top down information flow, complex knowledge management and policy creation etc. can direct an organization to perform in a strategic manner. Thus utilization of ICT has produced constructive and special effects on business performance. Purpose of this paper is to investigate and to provide evidence that how information and communication technologies can create a consistent competitive advantage for the firm to achieve higher level of performance.

Key words: Supply Chain, Information Communication Technology, SCCS, Fertilizer Industry Of Pakistan, Fertilizer Retail Chain.

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Osama Imtiaz

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Mr. Danish Ahmed

DEDICATION

To my respected **Parents, Friends, Teachers**
& beloved **Family.**

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