

IMPACT OF ERP ON ADOPTED FIRMS PROFITABILITY

MAJORS: FINANCE

S.NO. 24

**ENTERPRISE RESOURCE PLANNING (ERP):
TECHNOLOGICAL IMPACT IN FINANCIAL AND NON-
FINANCIAL PERSPECTIVE ON ADOPTERS FIRMS
PROFITABILITY**



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SPRING - 2019

FINAL THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date: 24/06/19

Topic of Research: Enterprise Resource Planning (ERP): Technological Impact in Financial and Non-Financial Perspective ON Adopters Firms Profitability.

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ACKNOWLEDGEMENT

(All the Praises are for Almighty Allah)

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah who enabled me to complete my research work successfully. I am so grateful to the Faculty of Bahria University making it possible for me to conduct this research.

My special thanks to my supervisor, Professor SHAHZAD BUTT who encouraged and directed me. His challenges brought this work towards completion. I am also in deep gratitude towards my informants, their names cannot be disclosed, but I want to acknowledge and appreciate their help and transparency during my research. Their information has helped me complete this thesis. I want to especially mention my class fellows whose challenges and productive critics, especially in the discussion, have provided new ideas to the work. The prayers of my family helped me reach this milestone and kept me resilient throughout the time of my research.

DECLARATION

I, **AMMAR AHMAD** enrollment No.01-222172-001, student of MBA, declare and affirm that my thesis entitled “ENTERPRISE RESOURCE PLANNING (ERP): TECHNOLOGICAL IMPACT IN FINANCIAL AND NON-FINANCIAL PERSPECTIVE ON ADOPTERS FIRMS PROFITABILITY” is based on my own work. This work has not been published, submitted and printed as a research work in Bahria University Islamabad.

ABSTRACT

The principal aim of this study is to measure Enterprise Resource Planning system and its effect on Enterprise Resource Planning; Firms Profitability based on a sample of chemical listed companies of Pakistan. Firms' profitability was measured using subjective measures relying on executive perception of how the firm performed in relation to both financial and non-financial performance criteria. The correlation and linear regression approaches are being used to investigate the relationship between the implementation of Enterprise Resource Planning and ERP adopted Firm Profitability. Data analysis reveals that there is a strong positive relationship between Enterprise Resource Planning and Firms profitability mediating through Enterprise Resource Planning Performance.

Keywords: Enterprise Resource Planning (ERP) Implementation, Firm Profitability, Enterprise Resource Planning (ERP) Performance.

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