

Major: SUPPLY CHAIN

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**MODERATING RELATIONSHIP BETWEEN SUPPLY CHAIN
PRACTICES AND SUPPLY CHAIN PERFORMANCE IN
BEVERAGE INDUSTRY OF PAKISTAN**



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ABSTRACT

This study is conducted to identify the moderating relationship between supply chain practices and supply chain performance within beverage industry of Pakistan. This study has represented supply chain practices with customer relationship management, supplier relationship management, warehousing, logistics, and information sharing, and considered as independent variables. Whereas, supply chain performance is considered as a dependent variable within this study. In this research, the major emphasis was on proving the significant relationship amongst supply chain practices (customer relationship management, supplier relationship management, warehousing, logistics, and information sharing) and supply chain performance within beverage industry of Pakistan. To prove this relationship, a survey has been conducted through a structured questionnaire regarding this literature, in which officials associated with the beverage industry of Pakistan have shared their opinions regarding this study. Then, to identify the results on data gathered through the responses by the respondents, different hypothesis test has been used. Results of these tests have shown that there exists a significant relationship between supply chain practices (customer relationship management, supplier relationship management, warehousing, logistics, and information sharing) and supply chain performance within beverage industry of Pakistan. Several statistical instruments used in this study includes descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficients to conduct the analysis within this study. Conclusively, it can be said that supply chain practices (customer relationship management, supplier relationship management, warehousing, logistics, and information sharing) has a strong impact on the supply chain performance within beverage industry of Pakistan.

Key words: Supply Chain Management (SCM), Supply Chain Practices (SCPR), Customer Relationship Management (CRM), Supplier Relationship Management (SRM), Warehousing, Logistics, Information Sharing, Supply Chain Performance (SCP), etc.

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