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**THE IMPACT OF INTERNAL ORGANIZATIONAL FACTORS
ON THE SUPPLY CHAIN RESPONSIVENESS IN FURNITURE
INDUSTRY OF RAWALPINDI AND ISLAMABAD**



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ABSTRACT

This study is focused mainly on identifying the impact of internal organizational factors on supply chain responsiveness. This study has selected furniture industry of Rawalpindi and Islamabad and targeted the officials of furniture firms to collect the data to be used within this study. It has been found that top management commitment, mutual understanding & trust, and information sharing & flow (independent variables) have significant positive impact on the supply chain responsiveness (dependent variable). Research instrument used within this study for the collection of data from respondents has been the structured questionnaire. Various statistical instruments that are used primarily to analyze the relationship between these variables includes descriptive frequencies, reliability, correlation, regression, ANOVA, coefficient etc. The results interpreted through correlation and regression by the help of SPSS software have shown the significant impact that internal organizational factors (top management commitment, mutual understanding & trust, and information sharing & flow) has on influencing the supply chain responsiveness. The findings have explained that internal organizational factors prove highly significant in influencing supply chain responsiveness within furniture industry of Rawalpindi and Islamabad.

Key Words:Top Management Commitment, Mutual Understanding & Trust, Information Sharing & Flow, Supply Chain Responsiveness, etc.

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