

**IMPACT OF INTERNAL AND EXTERNAL INTEGRATION ON
SUPPLY CHAIN PERFORMANCE IN CERAMIC INDUSTRY OF
TWIN CITIES (RAWALPINDI AND ISLAMABAD)**



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ABSTRACT

This study is to examine the impact of internal and external integration on supply chain performance within ceramic industry of twin cities (Rawalpindi and Islamabad) of Pakistan. In this study, the emphasis was mainly on identifying the influential relationship that exist amongst internal & external integration and supply chain performance within ceramic industry of twin cities (Rawalpindi and Islamabad) of Pakistan. To prove the relationship between internal and external integration (independent variables) and supply chain performance (dependent variable), a structured questionnaire has been used to collect data from the officials associated with the ceramic industry of twin cities (Rawalpindi and Islamabad) of Pakistan. Based on the data collected from the respondents through structured questionnaire, several hypotheses tests were applied. Some statistical instruments such as descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficients were used by the researcher to conduct this study. Results of those hypotheses tests have clearly indicated that there exists significant relationship between leader's emotion management ability, employee perceptions of job characteristics, and employee job performance between internal and external integration (independent variables) and supply chain performance (dependent variable). Finally, it has been concluded that internal and external integration (independent variables) and supply chain performance (dependent variable) has significant positive correlation between them in ceramic industry of twin cities (Rawalpindi and Islamabad) of Pakistan.

Key words: Internal Integration, External Integration, Supply Chain Integration, Supply Chain Performance, etc.

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