

“Impact of E-procurement on Customer Satisfaction with Mediating Role of Information Sharing: Empirical Study on Internet Service Provider”



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Abstract

Purpose: This thesis examines the impact of e-procurement and information sharing on customer satisfaction. The impact of e-procurement and mediating role of information sharing on organization performance in terms of customer satisfaction of internet service provider in Rawalpindi, Islamabad and Lahore has been discussed and analyzed in this thesis.

Methodology: Simple random sampling technique has been used for data collection. Data has been collected through structured questionnaire based survey and structured interview. Each respondent filled the questionnaire according to their experience and knowledge.

Findings: E-procurement and information sharing impacts the customer satisfaction. With the adoption of e-procurement and information sharing, customers can have a better experience. These technologies can also help the firm in acquiring the smart supply chain management strategy, which also helps in improving customer satisfaction.

Future Implications: E-procurement should be adopted as soon as possible in Internet Service Providers companies because of its advantages and streamlined procedures to increase customer satisfaction. E-procurement and information sharing can be the guiding stone for global corporations and business entities to improve customer satisfaction.

Keyword: Electronic Procurement

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List of Abbreviations

B2B: Business to Business

B2C: Business to Customer

ERP: Enterprise Resource Planning

GDP: Growth Domestic Products

IP: Internet Protocols

ISP: Internet Services Provider

MRO: Maintenance Repair and Overhaul

RBV: Resource Based View

SCI: Supply Chain Integration

SCM: Supply Chain Management

E-procurement: Electronic Procurement