

Major: Supply Chain

Sr.No.14

*“The impact of E-Channel Resources on successfully carrying
out Retailing in Pakistan”*



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Abstract

Abstract on this study mentions investigation on relationship of resources the retailers manage to cover up the performance of the business. Three resources have been taken under consideration for which the study has been made and these three resources are E-IT Competence, E-Market Acuity and E-Service Agility. These three are interconnected with each other and they are called E-Channels .Looking at the study, it is understood that the E-Service Agility is directly related with the performance of the business and that the retailers/Businesses which are located in the Rawalpindi and Islamabad. The study which I conducted is all about to see the impact of these three variables which is called E-Channel resources on the performance of the businesses. The study results further explains that these three resources are very much important for the current business. The correlation and regression approaches are used to find the relationship of E-Channel resources with the performance. The results explains the strong relationship between E-Channel resources and performance of the retailers/Businesses.

Keywords: E-Service Agility, E-IT Competence, Performance, E-Market Acuity

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