

## Dedication

I would like to dedicate this research work to my parents, my teachers and to all friends who supported me at every step of my life & always encouraged me throughout my study.

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## ABSTRACT

The main aim of the study is based on two fold analysis of the relationship between the adoption Radio Frequency Identification (RFID) and different performance measure of services industry such as logistics or transportation by means of consolidating existing research. It also correspond to include the basis of specific information and importance of complimentary firm resources in terms of good trading relationships that may form the basis of enhanced performances. The nature of this study is based on a qualitative research methodology in which the sample size in this respect will be 100 respondents and the sampling technique to be utilized for this purpose is a probability sampling technique. In this respect, the specific data integration tools will also depend on the data collection tool (survey questionnaire) and the data analysis technique is Linear Regression. It is observed that RFID can also be used in manufacturing, logistics and distribution, providing more visibility, tracking and synchronization of the supply chain with total reliability. It is identified that functionality of RFID technology facilitates the management and adds value to products and services. There must be a continuous investment in technology solutions information is shown, therefore, essential for the development of the transport sector in Pakistan. Majority companies have achieved high levels of hand labor optimization, precision information, shipping speed and use of assets, the implementation of the system RFID.

## Contents

Acknowledgement.....	ii
ABSTRACT .....	iii
CHAPTER 1.....	1
1.0 INTRODUCTION.....	1
1.1 <i>Problem Background and Aim of the Study:</i> .....	1
<b>1.2 Problem Statement</b> .....	14
<b>1.3 Conceptual Model</b> .....	15
<b>1.4 Research Question(s)/Hypotheses</b> .....	15
<b>1.5 Research Objectives</b> .....	16
<b>1.6 Hypotheses</b> .....	16
<b>1.7 Organization of Thesis</b> .....	17
CHAPTER 2.....	19
2.0 LITERATURE REVIEW.....	19
<b>2.1 Explanation of Variables</b> .....	41
CHAPTER 3.....	43
3.0 RESEARCH METHODOLOGY.....	43
<b>3.1 Nature of Research</b> .....	43
<b>3.2 Sampling Technique and Sample Size</b> .....	43
<b>3.3 Data Collection Method</b> .....	43
<b>3.4 Primary Data Collection</b> .....	44
<b>3.5 Secondary Data Collection</b> .....	44
<b>3.6 Data Collection Instrument</b> .....	44
<b>3.7 Time Horizon</b> .....	44
<b>3.8 Data Integration Method</b> .....	45
<b>3.9 Limitations of the Study</b> .....	45

<b>3.10 Ethical Considerations .....</b>	<b>45</b>
CHAPTER 4.....	47
4.0 DATA ANALYSIS.....	47
CHAPTER 5.....	51
5.0 DISCUSSION.....	51
CHAPTER 6.....	54
6.0 CONCLUSIONS AND RECOMMENDATIONS.....	54
<b>6.1 Conclusions .....</b>	<b>54</b>
<b>6.2 Recommendations .....</b>	<b>55</b>
CHAPTER 7.....	58
7.0 REFERENCES.....	58
CHAPTER 8.....	61
8.0 APPENDIX.....	61
<b>8.1 Questionnaire .....</b>	<b>61</b>