

THE ROLE OF INFORMATION TECHNOLOGY IN THE GREEN SUPPLY CHAIN MANAGEMENT OF FMCG IN KARACHI

BY

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A thesis presented to the Department of Management Sciences, Bahria University
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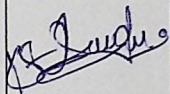
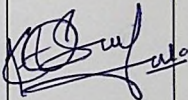
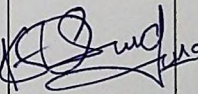
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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	03/04/2015	ROOM NO:207	literature review aspects & problem statement	
6	10/04/2015	ROOM NO:205	Hypothesis, sampling Method guidelines	
7	30/04/2015	ROOM NO:203	Questionnaire and guidelines. Reviewed all chapters, and checked plagiarism	

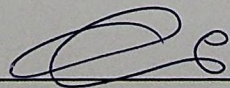
APPROVAL FOR EXAMINATION

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Supervisor's Signature: 

Date: 10/07/2015

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Head of Department Signature

Date:

Abstract

Purpose- The aim of this research is to analyze the impact of the Information Technology tools in creating the sound practices of the green supply chain management in FMCG companies.

Methodology/sample- In this descriptive and quantitative research the sample size of 184 is selected. Data is collected through the research questionnaire. The collected data has been analyzed through graphs, frequency tables and means statistics.

Findings- Information technology tools (EDI, WMS, PPSS) has significant reduced the usage of papers in FMCG. Information technology tools (all tools) has moderately increase the efficiency of workflow. Information technology tools (all tools) has not significantly assist in creating the accuracy or zero errors in the workflow. Information technology tools (EDI, OPTS,MT) have created customer satisfaction

Practical Implications- This research is of significant worth for the FMCG companies to analysie their current utilization of Information Technology tools in creating the green practices of supply chain management.

Key Words- Green supply chain management, Information Technology tools, FMCG of Pakistan.

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