

**IMPACT OF IMPLEMENTATION OF ERP SYSTEM
ON SUPPLY CHAIN EFFICIENCY IN AN
AUTOMOTIVE INDUSTRY IN PAKISTAN: A CASE
STUDY OF EXIDE PAKISTAN LTD**

By

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Abstract

Purpose of the study: This research study is mainly about the use of information technology i.e ERP in enhancing the performance of supply chain drivers. For this purpose Pakistan's leading automotive industry Exide Pakistan Ltd was selected. In this research statistical analysis and empirical approach was used to find out the impact of ERP systems on supply chain efficiency.

Research Methodology/Sampling: The nature of research is quantitative, and for data collection primary sources were used. This research study includes only primary data because of its explanatory nature (i.e. quantitative nature). Present working employees of Exide Pakistan Ltd are the source of data collection. The sampling units for this research are the employees of Exide Pakistan Ltd. The Sampling Technique which will be used is Stratified sampling technique with disproportionate sampling and in this study focus is given to each employee's point of view. Statistical tools have also been applied in this regard including SPSS, Regression and ANOVA.

Findings: All the hypotheses were statistically proved and studied in detail narrating the relationship of supply chain and its transformational role in enhancing the performance of all the drivers consisting planning, sourcing, manufacturing, delivery and return in terms of ERP which is with no doubt transforming and shaping the world of supply chain.

Practical Implications: In the end, the conclusion of the study has been provided along with set of recommendations to suggest more rooms for improvements. For the success and betterment of organizations usage of ERP systems enhance the performance level of business practices and overall supply chain performance improvement.

Keywords: Information Technology, Supply Chain efficiency, SCOR Model

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