

**IMPACT OF INFORMATION TECHNOLOGY ON
SUPPLY CHAIN PERFORMANCE IN AUTOMOBILE
INDUSTRY OF PAKISTAN: CASE STUDIES OF
TOYOTA INDUS MOTOR COMPANY AND AL HAJ
FAW MOTORS**

By

**TAIMOOR MASOOD
31386**

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Name of Student	TAIMOOR MASOOD
Registration No.	31386
Thesis Title	IMPACT OF IT ON SUPPLY CHAIN PERFORMANCE IN AUTOMOBILE INDUSTRY OF PAKISTAN

Supervisor-Student Meeting Record

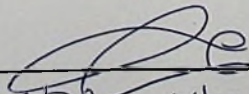
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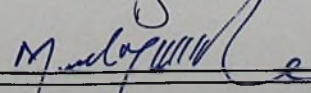
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Abstract

Purpose of the study: The purpose of this research is primarily on finding the enhancement in the field of supply chain with the usage of information technology. This research has been targeted on automobile sector of Pakistan. In order to get best possible results we have used statistical tools that provide in depth analysis that how information technology is changing the world of supply chain.

Research Methodology/Sampling: data has been collected from employees of Indus Toyota Motors and Al Haj FAW Motors, the two automobile companies based in Karachi. The type of research is quantitative and only primary data has been collected. SPSS has been used to integrated and analyze the data. Mean and T-Test has been applied on the collected data. Sampling techniques that has been used is stratified sampling along with misappropriate sampling.

Findings: Hypothesis that were formed, all were proved as statistically significant. They were further interpreted and critically discussed in order to provide the link of information technology with the improvement of supply chain performance. Without any disbelief it is imperative to say that the key performance indicators such as information sharing, partner relationship, supply chain efficiency and supply chain integration are all transmuted with the support of information technology.

Practical Implications: The recommendations and suggestions has been provided after the conclusion. Organization that are seeking sustainable competitive edge over their competitors, such organization should promote and implement he culture that supports the use of information technology in the performance enhancement of the organization as the whole and especially the performance improvement of Supply Chan Management.

Keywords: Information Sharing, Partner Relationship, Supply Chain Efficiency, Supply chain Integration, Information Technology.

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