

MBA THESIS

The influence of business to business e-procurement on supply chain performance.



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Abbreviations:

SCM – Supply Chain Management

E-procurement - Electronic Procurement

R&D – Research and Development

B2B – Business to Business

B2C – Business to Customer

LD - Lead time

P2P – Procure to Pay

RFQ – Request for quotation

EDI – Electronic Data Interchange

IT – Information Technology

EPT – Electronic Procurement Technologies

MRO – Maintenance, repair & operations.

ERP – Enterprise Resource Planning.

SCP – Supply Chain Performance

EPP – Electronic Procurement Performance

EPTU – Electronic Procurement Technology Usage.

Abstract

In today's world businesses have evolved so much that every aspect of the business needs to be integrated with technological advancements that are being evolved at a very constant and pace. Having said that supply chain management and its tentacles of any business with in any industry need to link supply chain with technology. The focal point of this aspect has grown so intense that without adopting electronic procurement concept companies would not be able to compete with in its local as well as international market. As this would achieve the competitive advantage over its competitors with in a shorter time frame and gain economies of scale. This can only be applied effectively if the management team has concepts and intricate detail of information regarding technology, how it impacts electronic procurement and what are the implications and profound benefits for the industrial marketer.

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This study is focused on how technology usage and how it is impacting electronic procurement performance which ultimately affects the supply chain performance of the company which in turn creates a snow ball effect to increase profitability and competitive advantage over its competitors. This research emphasis on pharmaceutical industry of Pakistan where to narrow down the research Islamabad and Rawalpindi was considered as the geographical location. A survey was conducted amongst different companies that are operating with in the capital amongst which 204 surveys were usable for data analysis. This study has shown that there is a positive impact of technology over electronic procurement performance and supply chain performance of the company also there is a positive correlation between electronic procurement performance and supply chain performance of the company. Although this research show a positive impact on the scenarios that were considered but companies need to understand the environment of the industry that they are operating in as well as the country that they are focused on. This would change the integration level of technology in accordance to their needs, means and infrastructure that would gain them profitability in the end of the day.

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