

Major: Supply Chain Management

S. No. 15

"Ethics and Competitiveness in the Poultry Industry of Pakistan"



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Abstract

The following research aims at understanding the underlying factors that affect the ethics in supply chain management, in particular the poultry industry of Pakistan, and are either direct or indirect contributors to it. As the research area is relatively unique, certain measures were taken to shortlist variables before pursuing them for adoption for a particular course of study. Variables have been shortlisted based on their prior application in similar other environments and have been adopted to fit and maximize the output of the desired research under the poultry industry perspective. For this purpose, three variables that were seen to be influenced by a single variable from similar other studies were shortlisted. Based on prior studies, these variables have been applied to current course of action. For the purpose of obtaining results, respondents were communicated with directly through questionnaire adoption and these self-explanatory questionnaires were also distributed through social media and email addresses where the target market was literate. In the end, IBM SPSS (v23) has been used to run a simple linear regression equation for calculating the plausibility of the variables under study.

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Contents

CHAPTER ONE.....	7
1.0 Introduction.....	7
1.1 Role of Ethics in Supply Chain:	7
1.2 Poultry Industry of Pakistan	9
1.3 Steroids and growth hormones	10
1.4 Problem Statement.....	12
1.5 Research Questions	13
1.5 Research Objectives.....	13
1.6 Research Methodology	13
CHAPTER TWO.....	14
2.0 Literature Review	14
2.1 Consumer Rights and Company Ethical Behavior	14
2.2 Supplier Competition	19
2.3 Company Success.....	23
2.5 Literature review Gaps	27
CHAPTER THREE	29
3.0 Theoretical Framework.....	29
3.1 Developing Hypotheses	30
3.1.1 Hypotheses	30
3.1.2 Conclusion	31
CHAPTER FOUR	32
4.0 Research design & operationalization of variables.....	32
4.1 Operational Definitions	32
4.1.1 Consumer Rights and Company Ethical Behavior	32
4.1.2 Organizational Ethical Consideration.....	32
4.1.3 Company Success.....	33
4.1.4 Supplier Competition	33
4.2 Research Design	33
4.3 Population	34
4.4 Sampling.....	34
CHAPTER FIVE	37

5.1 Descriptive Analyses and Interpretations	37
5.1.1 Analysis of Demographic Factors	37
5.1.2 Gender	37
5.1.3 Age	38
5.1.4 Educational Qualification.....	38
5.1.5 Years of Experience	39
5.1.6 Cronbach's Alpha	40
5.1.7 Linear Regression	40
4.1.8 Correlation	42
5.1.9 Hypothesis testing (results).....	43
5.1.10 Conclusion	44
5.1.11 Recommendations	45
6.1 References.....	47
6.2 Appendices	50
6.2.1 Questionnaire	50