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***Impact Of Web-Based Supply Chain Management On Performance-
A Study Conducted In Retail Sector Of Pakistan***



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Table of Contents

List of Tables	4
List of Figures	5
Abstract	6
Chapter 1	7
Introduction	7
1.1 Background of the Study	7
1.2 Research Gap	9
1.3 Contribution of the study	9
1.4 Problem Statement	9
1.5 Research Objectives	10
1.6 Research Questions	10
1.7 Significance of the Study	11
1.8 Definition of Key Terms	11
1.10 Summary	13
Chapter 2	14
Literature Review	14
2.1 The Emergence of the Concept of SCM	14
2.2 The role of Information Technology in SCM	17
2.3 The role of IT enabled systems in Performance	20
2.4 Summary	25
Chapter 3	26
Theoretical Framework	26
3.1 Theoretical Framework for IT integration in SCM	26
3.1.1 Strategic Planning	26
3.1.2 Virtual enterprise and SCM	27
3.1.3 E-Commerce and SCM	27
3.1.4 Infrastructure of IT in SCM	28
3.1.5 Knowledge and IT Management	28
3.1.6 Implementation issues of IT in SCM	28
3.2 The Dependant and Independent Variables of the Study	30
Fig 2: The theoretical Model for the Study	31
3.3 Summary	31

Chapter 4.....	33
Research Methodology	33
4.1 <i>Research Design</i>	33
4.2 <i>Unit of Analysis, Population and Sample</i>	33
4.3 <i>Sampling Technique</i>	34
4.4 <i>Instrument</i>	34
4.5 <i>Measurement</i>	34
4.6 <i>Procedure</i>	36
4.7 <i>Data analysis methods</i>	36
4.8 <i>Summary</i>	37
Chapter 5.....	38
Data Analysis and Results	38
5.1 <i>Reliability of Data</i>	38
5.2 <i>Demographics and Descriptive Analysis</i>	39
5.2.2 <i>Age</i>	41
5.4 <i>Correlation Analysis</i>	44
5.4.1 <i>Bivariate Correlation</i>	44
5.5 <i>Regression Analysis</i>	46
5.5.1 <i>Linear Regression</i>	46
5.6 <i>Explanation</i>	47
5.7 <i>Model summary</i>	47
5.9 <i>Summary</i>	49
Chapter 6.....	50
Discussion and Conclusion.....	50
6.1 <i>Discussion</i>	50
6.2 <i>Hypotheses Summary</i>	51
6.3 <i>Conclusion</i>	51
6.4 <i>Theoretical and Managerial Implications</i>	52
6.5 <i>Limitations and Future Research Avenues</i>	54
References.....	56
Questionnaire	66

List of Tables

Table Number	Title	Page Number
1	Reliability of Data	38
2	Frequency Distribution (As per 200 sample)	39-40
3	Descriptive Statistics	44
4	Correlation	45
5	Model Summary	47
6	ANOVA	48
7	Coefficients and Collinearity Statistics	48

List of Figures

Figure Number	Title	Page Number
1	A framework for development of IT for effective SCM	29
2	The theoretical Model for the Study	31
3	Gender	40
4	Age category	41
5	Education	42
6	Service Length	43

Abstract

The main objective of this study is to determine to what extent IT-empowered SCM effects the operational performance of SCM in retail firms of Pakistan. The present study is based on the framework for the development of IT for effective SCM by Gunasekaran and Ngai, (2004) and expects to develop a theoretical framework that provides guidelines for organizations, practitioners and professionals.

The nature of the study suggests positivist paradigm which is expected to be considered as the most appropriate approach to test the key proposition of the present study. Basically, the study has followed quantitative approach. The sample size consists of 200 Supply chain managers form Karachi, Islamabad and Rawalpindi. Survey method is used for data collection. The data has been collected through self-administered structured questionnaire.

To test the relationship of variables Correlation and Regression models are applied. The results of the study depict that all six dimensions of IT proposed in the framework by Gunasekaran and Ngai, (2004) i.e. Strategic planning, Virtual Enterprise, E-commerce, infrastructure of IT, Knowledge and IT management and implementation of IT collectively have positive relationships with the operational performance of SCM. The results of the study provide an understanding of the effect of IT systems and their components so as to increase the Operational performance of Supply Chains in Retail Stores and what can be the additional methods that can increase the Supply Chain efficiency.

Key Words: SCM, E-SCM, E-Commerce, Virtual Enterprise, Performance