

UNIVERSITY OF MANAGEMENT AND TECHNOLOGY	UMT
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**The Role of external integration on supply chain
performance in manufacturing companies of Pakistan**



Submitted to

School of Business and Economics

Partial fulfilment of the requirements for the degree of

Master of Science in Supply Chain Management

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Research Completion Certificate

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Abstract

Purpose- There is a very limited research on measuring supply chain performance with respect to external integration in Pakistani manufacturing companies. Purpose of this research is to depict the role of external integration on supply chain performance

Design/Methodology/approach- Research design is quantitative. Research strategy is Survey based.

Findings-By using Survey Method, it was found that external integration positively affect supply chain performance.

Originality/ value-This research adds value in literature by explaining supply chain performance with respect to supplier integration and customer integration. Practical implications of this research are enormous. This study reveals that manufacturing companies of Pakistan has achieved the average level of integration with their suppliers and customers. The finding also reveals that external integration has the positive correlation with supply chain performance.

Key words- Supply chain performance, Supplier integration, Customer integration

Declaration

I testify that this thesis is done by my own hard work and illustrates my own findings and analysis of research work. I claim that no student/ researcher has done this research work previously. This research is not published in any journal. All the ideas taken from other research papers are mentioned in chapter of references properly.

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Chapter 1: Introduction

According to the supply chain council the supply chain (S.C) incorporates every single exertion involved in manufacturing as well as distributing the end products from the dealer's dealer to the client's client(K & Farrington, 2006). In generally, it is projected that the practicing integration two streams as up streams and down streams are improved as compared to the organization efforts on integrating externally only (Frohlich and Westbrook, 2001; Rosenzweig et al., 2003).