ABSTRACT

This thesis entitled, “A Study on the Relationship among Supply Chain Management Components, Supply Chain Performance and Organizational Performance of Manufacturing Industries in Union Territory of Puducherry”, presents the results of Ph.D. work, undertaken to analyse the impact of supply chain components on supply chain performance and organizational performance and in turn the impact of supply chain performance on organizational performance of manufacturing enterprises.

Supply Chain Management consist of practices and approaches used to effectively and efficiently integrate various stake-holders of supply chain such as suppliers, manufacturers, warehouses and stores, to ensure that right quantum of goods are produced and distributed to the preferred destination at ideal time so that cost involved is minimized and quality of product raised and service rendered to customers is maximized. Considering the availability of limited resources and the cut-throat competition which the firms are subject to, it is highly important for firms to concentrate on creating value by enhancing productivity and minimizing wastage by improving efficiency. Once this endeavour is accomplished, satisfaction of customers can be easily won by the firms. Towards this endeavour, executives of firms must possess thorough knowledge about Supply Chain Management.

Supply Chain Management is a complex subject, which is an important determinant of success or failure of any manufacturing enterprise. It is absolutely essential for executives of manufacturing enterprises to be thoroughly aware about all the essential components of supply chain management and understand the impact that it might exert on the overall efficiency of the organization. This knowledge will enable them to focus on those variables which add value to organizations. Considering the significance of Supply Chain Management, especially in Indian context and particularly in the Union Territory of Puducherry, the researcher has made a sincere attempt to find a solution to the research problem of “What is the impact of important components of SCM on the performance of the supply chain per se and also on the organizational performance in Indian context?”

Based on the review of literature relating to Supply Chain Management Components, Supply Chain Performance and Organizational Performance of manufacturing enterprises, a conceptual model was framed and the resulting hypotheses were empirically tested. Primary data for the study was collected through
survey method and was utilized to test the proposed theoretical model and research hypotheses. A random sample of 255 manufacturing enterprise was drawn from the data base maintained by the ministry of Industry and commerce, Government of Puducherry, comprising of almost 8000 enterprises. Data was collected from the executives of these manufacturing enterprises by administering a well structured questionnaire, using personal interview method. The statistical packages of SPSS 16, STATA, and LISREL 8.72 were utilized to analyse the data using the statistical tools of Mean, Chi-square, ANOVA, Independent T Test, Correspondence Analysis, Factor Analysis, Cluster Analysis, Discriminant Analysis, Canonical Correlation and Structural Equation Model consisting of Confirmatory Factor Analysis and Path Analysis. Supply chain concerns, supply chain competence, supply chain practice, supply chain performance and organizational performance of manufacturing undertakings in the Union Territory of Puducherry have been studied in depth using the aforementioned statistical tools. The sample units have been segregated into three groups using cluster analysis. Correspondence analysis has been employed to explore the association between these three clusters and profile of the manufacturing enterprises surveyed. Further, variables relating to supply chain management and organizational performance have been factored using factor analysis, and significant difference in opinion about these factors among the manufacturing enterprises with different profiles have been analysed using ANOVA and Independence Sample T Test. Finally, the overall relationship between selected profiles of manufacturing enterprises and the variables of supply chain performance, supply chain competence, supply chain concern and organisational performance was analysed using canonical correlation. The findings from the structural equation model results support all the ten formulated hypotheses that there is a significant association among the supply chain management components of supply chain concerns, supply chain competence and supply chain practices, and the three components of supply chain management have positive relationship with the supply chain performance and organizational performance, while the supply chain performance have a positive impact on organizational performance of manufacturing enterprises in Union Territory of Puducherry. The research concludes with implications, contribution of the study, limitations, recommendations to manufacturing enterprises and policy makers and scope for further studies.