ABSTRACT

After economic liberalization which started in 1991, Small and Medium Enterprises has emerged as a highly vibrant and dynamic sector of the Indian economy. On one hand the new economic policies encouraged Foreign Direct Investments, creating opportunities, while on the other hand; Indian industries had to face stiff competition from global players. As part of a wider set of nation-building initiatives, the ‘Make in India’ initiative was launched by Prime Minister in September 2014, devised to transform India into a global design and manufacturing hub.

Due to information revolution, increased competition and globalization in today’s markets, there are three major developments that have brought supply chain management to the forefront of management’s attention. Relationship management within the supply chain is vitally important. Performance is a constant challenge to organizations and can only occur when all parties in a supply chain are ‘on the same wavelength’. It is observed that of all the activities and operations, supply chain managers perform, relationship management is perhaps the most difficult, and is therefore the most susceptible to break down.

The correlation and interaction between Supply Chain Management and Relationship Management is a complex phenomena and also dependent on prevailing socio– economical conditions, size of business, nature of business etc. Nashik is one of the leading Industrial cities of state of Maharashtra. Hence this study will be helpful to Small and Medium Scale Industries of Nashik by studying the success formula for these industries while managing Supply Chain leveraging its Relationship Management at appropriate circumstances. The objective is study the Influence of Relationship Management on Components & Key performance Indicators of Supply Chain of Small and Medium Scale Industries in Nashik. Further the objective is also to study Influence of relationship component on Supply Chain.

The Thesis consists of 6 chapters as follows:

Chapter 1: Introduction - This chapter consists of information on SME, Supply chain & its components, Relationship Management, Relationship components, Rationale of the study & Problem Statement.
Chapter 2: Literature Review - This chapter deals with Review of books and articles from National/International Journals for study by researchers on Relationship Management, current practices and its impacts on organization and its Supply Chains.

Chapter 3: Research Methodology - This chapter Includes information on Objectives & Hypothesis of the study, Sampling design, and area covered, Sample Size, Research Methodology design, Survey details, Scope & Limitations of Study.

Chapter 4: Data Analysis and Hypothesis Testing - This chapter focuses on the analysis of collected data & hypothesis testing of objectives.

Chapter 5: Conclusions and Recommendations - This chapter focuses on conclusions about Hypothesis testing and Objectives. Further it gives recommendations and also covers scope for further research.

Chapter 6: Bibliography- This gives list of referred books & articles during the course of study.

Annexure - The Annexure has Questionnaire used in Survey.