

Influence of Supply Chain Management Applications on Business Performance

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ABSTRACT

Information systems have come a long way since early days of using spreadsheets for accounting. The growth of Enterprise systems, specifically that of Enterprise Resource Planning systems have been phenomenal, growing into a multibillion dollar industry in itself.

Enterprise applications such as ERP have increased in complexity to keep pace with the increase in globalization and growing awareness among consumers on quality products at competitive prices. Today, Firms operate in a highly competitive environment in which competitive advantage is increasingly seen as being derived not just from within the company but from establishing and sustaining a network of supplier-partner relationships or simply put in successfully managing the supply chain network. Supply chain information systems too have evolved along with other enterprise applications to meet the needs of today's industry on logistics, manufacturing, delivery and customer satisfaction. These changes have been more visible in India, which has been registering impressive GDP growth rates even as most other countries were fighting hard to manage the economic crises of 2008-9.

This thesis reviews existing literature on the impact of supply chain management systems (SCMS) on business performance, specifically focused on the Indian industry. This thesis includes a survey that includes respondents from some of big Indian public limited companies, whose stocks are part of the national stock exchange of India, and whose turnover is well over a billion dollars in revenue. Since most of these companies also use ERP systems, closer look is taken at the distinction between SCMS and ERP in their impact on business performance.

Finally attention is also paid to understand the factors that influence the usage of SCMS, such as the growing use of business intelligence or business analytics software that is found very useful in supply chain planning as well. Besides influence of technology options such as cloud computing or leasing software services etc. are also included in the survey. The results of the survey conducted online supported the hypothesis developed to test the connection between SCMS and business performance; Value addition of SCMS as distinct from ERP and the influence of other factors on SCMS usage.