



بسم الله الرحمن الرحيم

***Sudan University of Sciences &
Technology***

College Of Graduate Studies

**Supply Chain Orientation and Business Adaptiveness:
The Mediating Role of Value Co-Creation and the
Moderating Effect of locus of Interaction in Sudanese
manufacturing Sector.**

توجه سلسلة التوريد و ملائمة الأعمال: الدور الوسيط لخلق القيمة
المشتركة والأثر المعدل لموضع التفاعل في القطاع الصناعي السوداني

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By:

AbdElsalam Adam Hamid Abakar

Supervisor:

Prof. Ali Abdullah Elhakim

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DEDICATION

I dedicate this work to:

My beloved father

and to spirit of my mother's

To my sisters

To my friends

your efforts for what I shall always be remembered.

I dedicate My Humble Efforts

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I am making uncounted thanks to my Allah the Almighty who has guided me to remember Him at this time. I thank Him, for it is Him who has made this study possible.

Nothing is possible unless He made it possible.

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Where would I be without my family? My family especially my father and Sisters

Abstract

Supply chain orientation has shown to be the vital organizational capability which endorses a relational view of supply chain relationships valuable way of improving adaptability of business and securing competitive advantage.

Drawing on the resource-based view and Resource Dependence Theory The research constructed a conceptual model hypothesizing a positive effect of strategic, Structural supply chain orientation on business adaptiveness and a positive moderating effect of locus of interaction on the effect of Structural SCO on Value co-creation. The research applied survey for data gathering from non-probability sample of large manufacturing firms in Khartoum state the 200 useable returned out of 289 survey was sent . The hypotheses tested by using Structural Equation Modeling analysis. The Findings demonstrate that Sudanese manufacturing implement the Strategic Supply chain orientation as suggested in conceptual framework three dimensions of Strategic supply chain orientation , namely, organizational compatibility, top management support, and commitment. and Structural Supply chain orientation namely: cooperative norms, benevolence and credibility to some extent level. The findings provided some empirical support for the theoretical framework. The results provided evidence that most of the Strategic Supply chain orientation have significance and important contribute in business adaptiveness and also all the three dimension of Strategic Supply chain orientation have significance influence on Structural Supply chain orientation dimensions, The results of the study demonstrate limited support for the effects of the Strategic Structural Supply chain orientation dimension on value co-creation. The result confirms that value co-creation has positive effect on the three components of business adaptiveness. This study revealed that there are some dimensions of Structural Supply chain orientation have significance mediating effect on the relationship between the Strategic Supply chain orientation components and three dimensions of business adaptiveness. This study results conclude that there is no evidence of supporting the moderating effect of locus of interaction. The provide, theoretical, practical implications and limitations were cleared.

مستخلص الدراسة

توجه سلسلة التوريد يمثل احد قدرات المؤسسة الحيوية من خلال العلاقات مع شركاء سلسلة التوريد حيث تمثل علاقات سلسلة التوريد احد الطرق ذات التأثير المهم في خلق الملائمة وضمان الميزة التنافسية للشركات الصناعية. لذلك وبناءً على نظرية الموارد ونظرية الخيارات الاستراتيجية تم بناء نموذج الدراسة الذي يفترض وجود علاقة بين توجه سلسلة التوريد الإستراتيجي، الهيكلي و خلق القيمة المشتركة والملائمة، في ظل الدور المعدل موضع التفاعل. تم استخدام الإستبيان لجمع بيانات الدراسة من عينة غير احتمالية من الشركات الصناعية الكبيرة في ولاية الخرطوم وزعت عليها عدد 285 استبانة استردت منها 200 استبانة صالحة للتحليل. لإختبار الفروض تم استخدام نمذجة المعادلة البنائية (SEM) حيث اشارت النتائج الى ان الشركات الصناعية السوانية تطبق بمستويات مختلفة توجه سلسلة التوريد الإستراتيجي بابعاده (التوافق التنظيمي، دعم الادارة العليا، الالتزام) والتوجه الهيكلي بابعاده (الأعراف التنظيمية، المساندة، المصادقية) كما ان نتائج الراسة تدعم اثبات علاقات نموذج الدراسة حيث وجدت الدراسة ان التوج الإستراتيجي لتوجه سلسلة التوريد بابعاده الثلاثة يؤثر تأثيراً ايجابياً على التوجه الهيكلي لسلسلة التوريد وعلى الملائمة، كما اشارت نتائج الدراسة الى ان التوجه الإستراتيجي والهيكلي لسلسلة التوريد يؤثر ايجاباً على خلق القيمة المشتركة كما توصلت الدراسة الى التوجه الهيكلي لسلسلة التوريد يتوسط العلاقة بين التوجه الاستراتيجي لسلسلة التوريد والملائمة، الى جانب ان خلق القيمة المشتركة يؤثر ايجاباً على الملائمة بابعادها الثلاثة، غير ان نتائج الدراسة لم تثبت وجود اثر معدل بموضع التفاعل في العلاقة بين التوجه الهيكلي لسلسلة التوريد وخلق القيمة المشتركة، الى جانب هذه النتائج ومناقشتها فإن الدراسة اظهرت عدة مضامين نظرية وتطبيقية كما ابرزت الدراسة اوجه القصور.

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