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**SUDAN UNIVERSITY OF
SCIENCES & TECHNOLOGY**
**COLLEGE OF GRADUATE
STUDIES**



**Supply Chain Management Practices of
manufacturing companies and Supply Chain
Performance: Moderating Role of Relationship
Quality. A Study on Sudanese manufacturing
Sector**

**ممارسات إدارة سلسلة التوريد في
الشركات الصناعية وأداء سلسلة التوريد:
الدور الوسيط لجودة العلاقة. دراسة على
القطاع الصناعي السوداني**

**Research Submitted to Fulfillment of The Requirements
For Master of Science Degree in Business Administration**

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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 parents and Sisters

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مستخلص الدراسة

ادارة سلسلة التوريد تلعب دوراً مهماً فى خلق الميزة التنافسية للشركات الصناعية وان تطبيق ممارسات ادارة سلسلة التوريد يخدم الموردين والعملاء وعملية التوزيع وقد يساعد فى تحسين اداء الاعمال. لذلك اتت هذه الدراسة لمعرفة فيما اذا كانت ممارسات سلسلة التوريد بصورة مباشرة او غير مباشرة تؤثر على الاداء وبيان اثر الدور الوسيط لجودة العلاقة. تم استخدام المنهج الوصفى حيث جمعت البيانات عن طريق الاستبيان من عينة غير احتمالية مناسبة من الشركات الصناعية السودانية بولاية الخرطوم. وبلغت نسبة الاسترداد (81.4%). ولأغراض التحليل تم استخدام التحليل العاملى، والاعتمادية، بجانب تحليل الارتباط والانحدار المتعدد. اشارت نتائج الدراسة الى ان تكامل ممارسات ادارة سلسلة التوريد، ومشافة المعلومات، وسرعة الاتصالات تؤثر جميعها على كفاءة اداء سلسلة التوريد، ووجدت الدراسة ان التكامل وادارة الموردين يؤثر كليهما على فعالية اداء سلسلة التوريد، كما ان التكامل ومشاركة المعلومات يؤثران على التمايز فى اداء سلسلة التوريد، كما اشارت النتائج الى ان الالتزام

والاتصال يتوسط العلاقة بين ممارسات ادارة سلسلة التوريد والاداء، كما انه من خلال الدراسة تمت اضافة بعد جديد لأبعاد سلسلة التوريد، ومن المضمين التطبيقية لهذه الدراسة انها قد توضح لمتخذى القرار والمدراء اهمية ممارسات ادارة فى الاداء وفى زيادة كفاءة وفاعلية سلسلة التوريد. واوصت الدراسة بأن يتم التركيز فى البحوث المستقبلية على اجراء المزيد من الاختبار للعلاقة بين ابعاد ممارسات ادارة سلسلة التوريد و الاداء فى قطاعات مختلفة.

ABSTRACT

Supply chain management play a very crucial role in competitive advantages of industrial companies also Supply chain management Practices they may serve the roles of suppliers, producers, distributors and customers. adoption of Supply chain management Practices have been proven to be important to improve the business process, interlink relationships between Supply chain management practices and SCM performance has not been focused extensively Therefore, the study propose a conceptual model by examining the moderating effects of relationship quality on the relationship between Supply chain management Practices and Supply chain performance The study employed the descriptive method where non Probability convenience sampling and self-administrated survey questionnaires were sent to 135 manufacturer companies in Sudan, 110 usable questionnaires have been received back. Under the hierarchical regression analysis. The results of indicate that Supply chain integration, information sharing , communication speed have significant effect on supply chain performance efficiency, suppliers management and integration have significant effect on supply chain performance effectiveness, Supply chain integration and information sharing have significant effect on supply chain performance differentiation. Results also indicated that adoption of communication and commitment are significant predictors of relationship between supply chain management practices and supply chain performance. Furthermore, a new dimension was developed in supply chain management practices.

It is suggested that in the future research, extensive tests should be conducted to further investigate multiple effects of the different supply chain practices on performance.