



Impact of Supply Chain Management on Organizational Performance at Ecom Express Limited

V. Vishwa^{1*}, Dr. Nazia Sarfaraz²

¹MBA Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai

²Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai

*Corresponding author

DOI: <https://doi.org/10.63680/ijstate0426201.133>

Abstract

Supply Chain Management (SCM) has been identified as a major aspect that can help increase efficiency and competitiveness in modern-day business firms. The current study has been carried out to examine the effect of supply chain management on the organizational efficiency of Ecom Express Limited. It is shown how good logistics practices, inventory management, transportation, and technology can reduce costs, increase customer satisfaction, and ensure timely delivery of goods and services. The current research utilizes both primary and secondary data. It has been observed that good SCM practices increase organizational efficiency. In addition, several issues have been pointed out as challenges in achieving SCM objectives.

Keywords: Supply Chain Management, Logistics, Efficiency, Customer Satisfaction, E-commerce

1. INTRODUCTION

1.1 Introduction

In today's highly competitive and globalized business environment, organizations are constantly striving to improve efficiency, reduce costs, and enhance customer satisfaction. Supply Chain Management (SCM) has emerged as a powerful tool to achieve these objectives. SCM refers to the integration of various business processes such as procurement, production, transportation, warehousing, and distribution to ensure the smooth flow of goods and services from suppliers to customers. Modern businesses are no longer competing as individual entities but as supply chains. Companies must align their internal processes with external partners to achieve operational excellence. The increasing demand for faster delivery, improved service quality, and cost efficiency has made SCM a strategic necessity. In the logistics and e-commerce sector, SCM plays an even more significant role. Companies like Ecom Express Limited rely heavily on efficient logistics networks to ensure timely delivery and customer satisfaction.

1.2 Review of Literature

Norlinda Mohd Rozar & Wan Hasrulnizzam Wan Mahmood (2025): The authors conducted a study on

Green Supply Chain Management (GSCM) in Malaysian manufacturing industries. Their research highlights that environmental concerns are becoming increasingly important for organizations. The study found that adopting green supply chain practices helps companies improve sustainability and operational efficiency. However, certain limitations such as confidentiality and internal restrictions affect the implementation of these practices.

Rajeev Kumar (2024): Rajeev Kumar focused on performance measurement in dairy supply chains. The study proposed a conceptual model to evaluate supply chain performance using key indicators such as efficiency, flexibility, responsiveness, and quality. The findings emphasized that proper performance measurement systems are essential for improving decision-making and overall supply chain effectiveness.

Khai Loon Lee & Zulkifli Mohamed Udin (2023): This study examined global supply chain capabilities in the textile and apparel industry. The authors identified that technological capability, organizational culture, and relational capability significantly influence supply chain performance. The research concluded that companies with strong global supply chain capabilities gain a competitive advantage in the international market.

Mohammad Safiqul Islam & Gu Qing Liang (2020): The authors analyzed supply chain management practices in the Bangladesh garment industry. Their study revealed that effective SCM improves communication, reduces production time, and enhances service delivery. The research also emphasized the importance of modern machinery and strong domestic linkages to improve supply chain efficiency.

Steve G. Sutton & Georgia Smedley (2019): This study explored collaborative supply chain relationships in the context of modern business environments. The authors highlighted that competition has shifted from individual firms to entire supply chains. They emphasized the need for better financial reporting systems and stronger integration among supply chain partners to achieve improved performance and transparency.

1.3 Objectives of the study

- To assess the practices adopted in SCM in Ecom Express
- To analyze the effects of SCM on performance
- To highlight the issues encountered in supply chain operations
- To assess the gains of adopting proper SCM

1.4 Research methodology

The research uses a descriptive research design, relying on secondary data only in order to conduct an evaluation of the effects of supply chain management on the performance of an organization. Data is obtained from various sources, including books, academic journals, organizational reports, industrial magazines, and reputable websites. Document analysis technique is used to collect information from existing studies and reports, which were then analyzed. Qualitative approach to data analysis is mainly used since the content and comparative analysis techniques are used to analyze information related to concepts and trends in supply chain management.

1.5 Data Analysis And interpretation

Table 1 Showing Age and Sourcing and Procurement focused initiatives

- H_0 = There is no significant association between age of the respondents and sourcing and procurement focused initiatives.
- H_1 = There is significant association between age of the respondents and sourcing and procurement focused initiatives.

Age	Sourcing and Procurement focused initiatives			Total
	High	Moderate	Low	
Below 25 years	20	21	0	41
25-41 years	21	13	7	41
40-45 years	7	6	0	13
46-50 years	0	7	7	14
Above 50 years	6	14	7	27
Total	54	61	21	136

This suggests that there exists a significant relationship between the age of the respondents and the way the respondents feel about sourcing and procurement initiatives in place in the organization. That is to say that respondents of various age groups feel differently about sourcing and procurement initiatives (High, Moderate, Low) within the organization. This implies that age plays a major role in affecting people's feelings and attitudes towards sourcing and procurement initiatives.

Table 2 Showing the Year of Experience of the respondents

Year of Experience	No of respondents	Percentage
Less than 5 years	63	46.3
5 - 10 years	60	44.1
More than 15 years	13	9.6
Total	136	100.0

From a total of 136 respondents, 63 (46.3%) of the respondents had experience less than 5 years, 60 (44.1%) of the respondents had experience of 5 -10 years, and 13 (9.6%) had more than 15 years in the organization. It is, therefore, clear that 63 (46.3%) of the respondents had experience less than 5 years.

Figure 2 Showing the Year of Experience of the respondents

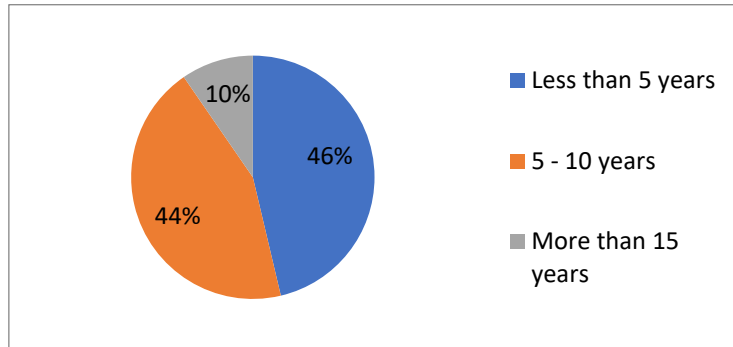


Table 3 Anova Table showing the Difference in Mean Scores Between Warehouse Facilities & Age

- H₀: There is no significant relationship between the two categories that are age group of the respondents and Warehouse Facilities.
- H₁: There is significant relationship between age group of the respondents and Warehouse Facilities.

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	46.079	2	23.039	11.846	0.000
Within Groups	258.678	133	1.945		
Total	304.757	135			

It can be seen from the above table that the P value (0.000) is less than 0.05. Therefore, there exists a significant difference between the mean score of the respondents according to Warehouse facilities in terms of the age group of the respondents. It can thus be concluded that age group of the respondents influences Warehouse facilities.

Table 4 Anova Table showing the Difference in Mean Scores Between Warehouse Facilities & Gender

- H₀: There is no significant relationship between the two categories that are gender of the respondents and Warehouse Facilities.
- H₁: There is significant relationship between gender of the respondents and Warehouse Facilities.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.490	2	0.745	3.705	0.027
Within Groups	26.745	133	0.201		
Total	28.235	135			

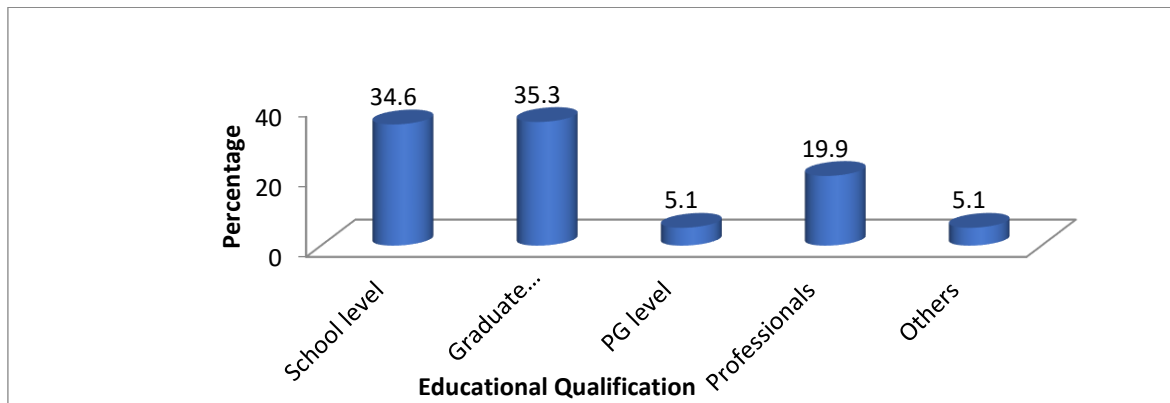
From the above table, it can be seen that the P value (0.027) is less than 0.05. There therefore exists a significant difference between the mean score of the respondents according to Warehouse facilities in terms of gender. This means that gender influences Warehouse facilities.

Table 5 Educational Qualification of the respondents

Educational Qualification	No of respondents	Percentage
School level	47	34.6
Graduate or Diploma level	48	35.3
PG level	7	5.1
Professionals	27	19.9
Others	7	5.1
Total	136	100.0

From the above table, it can be noted that of the total number of respondents (136), 47 (34.6%) of the respondents have schooling level education, 48 (35.3%) have graduated, 7 (5.1%) are postgraduates, 27 (19.9%) are professionals and the rest 7 (5.1%) are others. From the above data, it can thus be noted that of the total number of respondents (136), 48 (35.3%) are graduate.

Figure 5 Educational Qualification of the respondents



1.6 Findings

From the study, it is clear that there is a significant relationship between the age of respondents and sourcing and procurement focused initiatives. This implies that different age groups have varying perceptions about these practices. From the data, a large percentage of the respondents had a moderate level to high-level of preference to these practices. On the other hand, middle-aged and older respondents had varied opinions. This implies that age is an important determinant for the perception and adaptability to sourcing and procurement practices. From the study, it is evident that effective sourcing and procurement practices improve performance by reducing costs and improving efficiency. Moreover, the application of technological practices increases the speed and accuracy of the process. In addition to that, some challenges such as lack of awareness could hinder the implementation of the sourcing and procurement practices. However, these practices are crucial in supply chain efficiency.

1.7 Conclusion

The analysis reveals that initiatives related to sourcing and procurement are crucial for improving the efficiency of the supply chain and overall business performance. It turns out that the age of participants correlates with their attitude towards these initiatives, indicating the impact of demographic factors. Efficient procurement leads to decreased costs, higher efficiency, and improved coordination of business processes. Moreover, the application of technologies for the purpose of sourcing makes these processes more efficient, transparent, and accurate. In spite of some problems that are associated with people's reluctance to accept changes and poor understanding of the situation, the impact is positive overall.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

Funding

The author received no financial support for the research, authorship and publication of this article.

References

1. Rozar, N. M., & Mahmood, W. H. W. (2025). Success Factors in Green Supply Chain Management in the Manufacturing Industry of Malaysia.
2. Kumar, R. (2024). Performance Measurement in Dairy Supply Chain Management.
3. Lee, K. L., & Udin, Z. M. (2023). Global Supply Chain Capabilities in the Malaysian Textile and Apparel Industry.
4. Islam, M. S., & Liang, G. Q. (2020). Supply Chain Management on Apparel Order Process: A Case Study in the Bangladesh Garment Industry.
5. Sutton, S. G., & Smedley, G. (2019). Accounting for Collaborative Supply Chain Relationships: Issues and Strategies.