

ABSTRACT

The study investigated the relationship between the five facets of web based supply chain management (WBSCM) capabilities and the firm performance in manufacturing and services firms in Kuala Lumpur, Malaysia. The objectives of the study were 1) to examine the level WBSCM's capabilities and firm performance, 2) to examine the relationship between WBSCM's capabilities and firm performance, 3) to examine the effect of WBSCM's capabilities in relation to firm's performance.

Based on the literature reviews a model of relationship was proposed and developed to examine the relationships between the five factors of WBSCM's capabilities and firm performance

To test the relationship of the variables in the model, data from 78 in Kuala Lumpur, were used. To test the relationship hypotheses of the study, correlation, and multiple regression analysis were performed.

The correlation analysis suggested a significant and positive relationship among five of the WBSCM capabilities and the performance. The correlation results suggest that WBSCM Communication, WBSCM Commitment from Top Mgt, WBSCM Security of Data, WBSCM Training and Education, WBSCM Reliable Soft/Hardware are related positively to firm performance. This indicates that increasing these capabilities of WBSCM may lead to higher firm performance. The result of correlation analysis indicates that if these capabilities will increase to a larger extent in the firm organizational performance will either be sustain or increase at higher rate.

Multiple regression analysis result indicated that among the five factors of WBSCM's capabilities, WBSCM' training and education, Commitment from top management and data security were the three main predictor variables to firm performance in the manufacturing and services oriented firms and significantly and positively influence performance. Results from correlation and multiple regression analysis further suggested that WBSCM' training and education, WBSCM Commitment from top management and WBSCM data security are three key variables to increase the performance in the Malaysian firms with web based supply chain presence.

Based on the findings implications to SC managers for and policy makers are presented. The limitation of the study and the future research opportunities in this area were also discussed.

ACKNOWLEDGEMENT

I would like to express my deep and sincere gratitude to my supervisor, Assoc. Professor Dr. Razak bin Ibrahim (Faculty of Business and Accountancy), University of Malaya. Her wide knowledge and her logical way of thinking have been of great value for me. Her understanding, encouraging and personal guidance have provided a good basis for the present thesis.

During this work I have collaborated with many colleagues for whom I have great regard, and I wish to extend my warmest thanks to all those who have helped me with my work in the Faculty of Business, University Malaya.

I owe my loving thanks to my wife, Normaziah bt. Makhtar, and family. They have lost a lot due to my research activities. Without their encouragement and understanding it would have been impossible for me to finish this work.

Fakri bin Abdul Rashid