

A Study on Supply Chain Management Practice and Their Impact on Operations Performance at Denken Global Supply Chain

Gayathri R

Final year MBA, PG & School of Management Studies, Sathyabama Institute of Science and Technology, Chennai,
Tamil Nadu, India

ABSTRACT: The logistics industry plays a vital role in connecting manufacturers, suppliers, distributors, and customers. Companies like Denken Global Supply Chain help businesses coordinate the movement of products through different stages such as procurement, warehousing, transportation, and distribution. Denken Global Supply Chain focuses on efficient logistics planning and supply chain coordination. By providing professional logistics services, the company supports businesses in improving delivery speed, reducing transportation costs, and ensuring smooth supply chain operations. Since its establishment, the company has worked in the transportation and storage sector, which includes services like warehousing, freight coordination, and distribution support. The objectives of the study is to analyse on study on supply chain management practice and their impact on operations performance at Denken global supply chain. The sample of the study is 102. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, T-Test and Chi-Square statistical tools have been applied to reach the findings of the study. It is found that it was observed that employee involvement in supply chain activities helps improve decision-making and operational effectiveness. The study identified that proper logistics planning reduces operational costs and improves productivity. It is suggested that the organization should adopt data-driven decision-making methods to optimize supply chain processes. It is concluded that efficient supply chain management practices are essential for achieving higher operational productivity and maintaining competitive advantage in the logistics industry.

KEYWORDS: Supply Chain Management, Supply Chain Practices, Operational Performance, Supply Chain Collaboration, Supply Chain Integration

I. INTRODUCTION

Denken Global Supply Chain Private Limited is an Indian logistics and supply chain service company based in Chennai, Tamil Nadu. The company specializes in providing logistics management, warehousing, and transportation support services that help businesses efficiently manage the movement of goods from suppliers to customers. The company was incorporated on 25 February 2011 and is registered with the Registrar of Companies (ROC), Chennai. It operates as a private limited company and is categorized as a non-government organization under the Companies Act. Denken Global Supply Chain provides services that support the logistics operations of businesses, including transport coordination, warehousing, and supply chain management solutions. These services help organizations improve operational efficiency by ensuring timely delivery, proper storage, and effective coordination across different stages of the supply chain. The logistics industry plays a vital role in connecting manufacturers, suppliers, distributors, and customers. Companies like Denken Global Supply Chain help businesses coordinate the movement of products through different stages such as procurement, warehousing, transportation, and distribution. Denken Global Supply Chain focuses on efficient logistics planning and supply chain coordination. By providing professional logistics services, the company supports businesses in improving delivery speed, reducing transportation costs, and ensuring smooth supply chain operations. Since its establishment, the company has worked in the transportation and storage sector, which includes services like warehousing, freight coordination, and distribution support.

Objectives of the Study

- To understand the concept of supply chain management
- To analyze the supply chain management practices

- To evaluate the impact of supply chain practices on operational efficiency
- To examine the role of logistics activities in improving supply chain performance
- To identify the challenges faced in supply chain management
- To suggest improvements for better supply chain performance

II. REVIEW OF LITERATURE

Shaima Nassar (2024) A literature review conducted by Shaima Nassar in 2024 examined various aspects of supply chain management, including transportation, inventory control, logistics management, and risk management. The study concluded that effective management of these supply chain components significantly improves operational efficiency and organizational performance. The literature review indicates that supply chain management practices play a crucial role in improving organizational performance and operational efficiency. Previous studies emphasize the importance of logistics coordination, supplier collaboration, technological integration, and effective inventory management in achieving efficient supply chain operations. These studies provide a theoretical foundation for analyzing supply chain management practices and their impact on operational efficiency in organizations such as Denken Global Supply Chain Private Limited.

A. H. M. Yaseen Chowdhury and Nazrul Islam (2021) A. H. M. Yaseen Chowdhury and Nazrul Islam conducted a critical evaluation of supply chain management literature. The study highlighted that organizations adopting effective SCM practices such as supplier partnerships, logistics integration, and information sharing experience improved operational performance and competitiveness in the market.

Atharva S. Hasabnis and Varad S. Upadhye (2020) Atharva S. Hasabnis and Varad S. Upadhye reviewed studies related to supply chain management strategies and their effect on supply chain performance. The authors concluded that effective supply chain strategies such as lean logistics, supplier collaboration, and technological adoption help organizations improve efficiency and reduce operational costs.

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III. RESEARCH METHODOLOGY

For this study, a descriptive research design is used. The study is based on both primary data and secondary data. The study used a convenience sampling method. 102 sample size is used in this study. Percentage analysis, correlation analysis and Regression analysis this statistical tools are used in this study.

Data analysis and Interpretation

PERCENTAGE ANALYSIS

Percentage analysis is a statistical method used to analyse and present the collected data in percentage form. It helps to understand the distribution of respondents' opinions and demographic characteristics in a simple and clear manner.

Formula

Percentage =

$(\text{Number of respondents} / \text{Total number of respondents}) \times 100$

Table No: 1 Gender of the respondents

Gender	No of respondents	Percentage (%)
Male	108	95.58%
Female	3	2.65%

Total	113	100%
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INTERPRETATION:

The above table shows the percentage distribution of respondents based on gender. It is observed that 95.58% of the respondents are male and 2.65% are female. This indicates majority of respondents in the study are male employees.

Table No: 2 Management Practices

Particulars.	No of Respondents	Percentage
Strongly Agree	50	58.8%
Agree	27	31.8%
Neutral	8	9.4%
Disagree	0	0
Total	85	100%

Interpretation:

The above tables shows that 58.8% of the respondents are strongly agree, 31.8% of the respondents are agree, 9.4% of the respondents are neutral and 0% of the respondents are disagree towards the management Practices. Thus majority of the respondents are strongly agree towards the management practices.

T- Test Analysis

Hypothesis

H₀ (Null Hypothesis):

There is **no significant difference** between gender and respondents’ opinions on supply chain management practices.

H₁ (Alternative Hypothesis):

There is **a significant difference** between gender and respondents’ opinions on supply chain management practices.

Gender	N	Mean	Standard deviation	T value	Sig (p value)
Male	108	4.49	-	3.28	0.068
Female	3	4.00	-		

INTERPRETATION:

The above table shows the T-test analysis between gender and respondents’ opinions on supply chain management practices. The calculated significance value is 0.068, which is greater than 0.05. Therefore, the null hypothesis is accepted. Hence, it is concluded that there is no significant difference between gender and respondents’ opinions regarding supply chain management practices.

CHI-SQUARE TEST

The Chi-Square Test is a statistical tool used to determine whether there is a significant relationship between two categorical variables. It helps to identify whether the observed differences between variables occur by chance or represent a meaningful association. In this study, the Chi-Square test is used to analyse the relationship between demographic variables and respondents’ opinions regarding supply chain management practices.

Hypothesis

H₀ (Null Hypothesis):

There is no significant relationship between gender and supply chain management practices.

H₁ (Alternative Hypothesis):

There is a significant relationship between gender and supply chain management practices.

Chi-Square Table

Variables	Chi-square value	Degree of freedom	Sig (p value)	Result
Gender x Q1(supply chain practice opinion)	0.346	1	0.556	Not significant

INTERPRETATION:

The above table shows the Chi-square test between gender and respondents' opinion regarding supply chain management practices. The calculated significance value is 0.556, which is greater than 0.05. Therefore, the null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between gender and supply chain management practices.

IV. SUGGESTIONS

- The organization should continue strengthening its supply chain management strategies to improve operational efficiency.
- The company should adopt more advanced digital technologies to monitor and control supply chain activities.
- Training programs should be conducted for employees to enhance their knowledge of modern supply chain practices.
- The organization should focus on improving supplier relationships to ensure smooth procurement and delivery processes.
- Regular performance evaluation of supply chain operations should be conducted to identify areas for improvement.
- The company should invest in better logistics and transportation systems to ensure timely delivery of goods.
- Improved communication between departments should be encouraged to avoid delays and misunderstandings.
- The organization should adopt data-driven decision-making methods to optimize supply chain processes.
- Risk management strategies should be implemented to handle unexpected supply chain disruptions.

V. CONCLUSION

The present study focused on analyzing the impact of supply chain management practices on operational performance at Denken Global Supply Chain. The results of the study indicate that effective supply chain practices significantly contribute to improved operational efficiency within the organization. The analysis shows that factors such as inventory management, supplier coordination, logistics efficiency, and technology integration play a crucial role in enhancing operational performance. The findings suggest that the organization has implemented several effective supply chain strategies that positively influence its operational outcomes. However, there are still opportunities for improvement through technological adoption, employee training, and stronger coordination among departments. Overall, the study concludes that efficient supply chain management practices are essential for achieving higher operational productivity and maintaining competitive advantage in the logistics industry.

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