

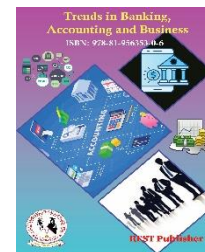


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# A Descriptive Study on Impact of Communication & Technology on Supply Chain Management In Dynaspede Integrated PVT limited

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**Abstract.** This research aims to analyze of impact of communication on supply chain management in Dynaspede Integrated Systems Private Limited, hosur. Using statistical method, a number of crucial insights have been captured and discussed in detail. The study analyzes survey data collected from 100 respondents in Dynaspede Integrated Systems Private Limited, hosur. Validity and reliability analyses were performed using SPSS software. The research study indicates that impact of communication and technology in supply chain management. The research conduct in the impact of communication and technology on productivity, profitability and employees in supply chain management in Dynaspede Integrated Systems Private Limited, hosur. The findings also suggest that undertaking a theory view could make important contributions towards defining the scope of supply chains. The path towards sustainable supply chain is delineated by pro-active attitude and action towards customers/suppliers. It is also observed that the effort made on supply chain management is significant for Dynaspede Integrated Systems Private Limited, hosur. The research study could be extended for other supply chain management in future. The analysis and investigation is required to evaluate an extant supply chain strategy is an obvious prerequisite to any reformulation effort. The paper proposes an approach to evaluate a firm's supply chain strategy as a conceptual system on consistency among internal element, coverage of areas interest, and sufficiency in fulfilling expectations.

## 1. INTRODUCTION

Communication and technology are two interconnected fields that have greatly impacted the way we communicate with each other. Technology has revolutionized the way we communicate, making it faster, more efficient, and more convenient than ever before. Communication, on the other hand, is the exchange of information between individuals or groups. Technology has made communication more accessible to everyone, regardless of where they are in the world. Communication is a vital component of supply chain management, as it ensures that all parties involved in the chain are aware of relevant information at the right time. Effective communication within the supply chain helps to streamline operations, reduce errors and delays, and improve overall efficiency. Suppliers need to communicate their inventory levels, lead times, and any changes in product specifications or availability to manufacturers. Manufacturers need to communicate the expected production schedule, any changes in product specifications, and any other relevant information to their distributors. Technology has greatly impacted supply chain management by increasing efficiency, reducing costs, and improving overall performance. Technology has the potential to revolutionize supply chain management by providing real-time visibility, improving efficiency, reducing costs, and improving overall performance.

## 2. OBJECTIVES

1. To study the supply chain management measure followed by the company.

2. To analyze the impact of effective communication on supply chain management.
3. To study the impact of communication on customer service relationship.
4. To identify the supplier relationship management and demand forecasting by effective communication and technology.

## 5. SCOPE OF THE STUDY

The study is only confined with the company Dynaspede Integrated Systems Private Limited, hosur. The researcher focuses the study towards impact of communication & technology in Supply chain management in the company. The study is taken the survey with the employees of the company. It throws the light on the effectiveness of communication & technology in the company. This study would also help to analyses the perception of employees towards prevailing system in communication & technology in the company and suggest provisions to further need of effective communication & technology in logistics management for the company.

## 6. LITERATURE REVIEW

**Haydar Yalcin, Tugrul U. Daim 2023** In this study, it is aimed to explore the technology research and development processes in the field of logistics and supply chain management according to scientific publications and patent data. For this purpose, important research focuses on the field were revealed, authors, institutions and countries leading the field were determined, and sub-technology areas for technologies in the field of logistics and supply chain management were determined by patent analysis. In our research, in which technology mining method was used, patent analysis and bibliometrics were handled together. **Bhuvan Unhelkar, Sudhanshu Joshi, Manu Sharma 2022** Supply Chain processes are continuously marred by myriad factors including varying demands, changing routes, major disruptions, and compliance issues. Therefore, supply chains require monitoring and ongoing optimization. Data science uses real-time data to provide analytical insights, leading to automation and improved decision making. RFID is an ideal technology to source big data, particularly in supply chains, because RFID tags are consumed across supply chain process, which includes scanning raw materials, completing products, transporting goods, and storing products, with accuracy and speed. This study carries out a systematic literature review of research articles published during the timeline (2000-2021) that discuss the role of RFID technology in developing decision support systems that optimize supply chains in light of Industry 4.0. **Mito Kehayov, Lukas Holder, Volker Koch 2022** The complexity and interconnectivity of today's manufacturing and purchasing and supply management (PSM) systems are paving the way for new technological advancements in the manufacturing and purchasing and supply sectors. Recent developments in artificial intelligence (AI) and the extensive amount of generated manufacturing data, known as big data, are allowing the integration of new kind of analytics tools in the supply chain, which are optimizing the way goods are produced. **Monica Colin, Raquel Galindo 2021** Proper Supply Chain Management (SCM) has proven essential for the competitiveness of organizations, since it ensures the effectiveness of supplies, and the proper coordination with suppliers, intermediaries and market needs. The use of Information and Communication Technology (ICT) in the SCM has proven to have a positive impact in companies that have implemented it, particularly in relation to procurement, since this enhances collaboration, improving the quality of information shared between suppliers and buyers.

## 7. RESEARCH METHODOLOGY

In this study of Research methodology is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening. The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible. In social sciences research, obtaining evidence relevant to the research problem generally entails specifying the type of evidence needed to test a theory, to evaluate a program, or to accurately describe a phenomenon. However, researchers can often begin their investigations far too early, before they have thought critically about what information is required to answer the study's research questions. Without

attending to these design issues beforehand, the conclusions drawn risk being weak and unconvincing and, consequently, will fail to adequately address the overall research problem.

### 8. CHI-SQUARE ANALYSIS

Null hypothesis (Ho): There is no significance difference between the educational qualification and customer relationship through effective communication & technology.

Alternative hypothesis (HI): There is some significance difference between the educational qualification and customer relationship through effective communication & technology.

**TABLE 1.** Level of significance at 5%

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EDUCATIONAL	100	100%	0	0%	100	100%
QUALIFICATION						
CUSTOMER						
RELATIONSHIP						
THROUGH EFFECTIVE						
COMMUNICATION & TECHNOLOGY						

COUNT	DEGREES	CUSTOMER RELATIONSHIP THROUGH EFFECTIVE TECHNOLOGY					Total
		Excellent	Good	Average	Bad	Poor	
EDUCATIONAL QUALIFICATION	Higher secondary	3	7	5	5	1	21
	Graduate	5	17	5	1	1	29
	Post Graduate	3	4	4	0	0	11
	Diploma	7	2	7	0	1	17
	Others	5	2	14	1	0	22
TOTAL		23	32	35	7	3	100

Educational Qualification \* Customer Relationship Through Effective Communication & Technology.

**TABLE 2.** Chi-Square Tests

	Value	df	Asymp. Sig (2-sides)
Pearson Chi-Square	37.481	16	0.002
Likelihood Ratio	37.356	16	0.002
Linear-by-Linear Association	0.191	1	0.662
N of Valid Case	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .33.

Result: It is insignificant or false in the rejection region. Hence, we accept the null hypothesis are 5 % level of significance and conclude that, there is no significance difference

## 9. FINDINGS

1. 70% the respondents said that software is used to recording the inventory in the company.
2. 38% the respondents are agreeing towards the company providing customer service through effective communication & technology.
3. 55% the respondents said that well towards the supplier relationship by effective communication & technology.
4. 35% the respondents said that good towards the company communication & technology system helps the profit maximization

### Suggestion

1. The company must identify the suitable communication method and adopt the same in the company.
2. There must be well trained employees in the company to flow the communication smoothly.
3. The communication & technology must be an effective one in order to manage effective logistics.
4. There must be good customer relationship by the effective communication & technology.
5. The communication & technology must ensure to face the demand in the company.
6. There must be good supplier relationship management by the effective communication & technology.
7. The communication & technology in the company must ensure to adopt environmental changes in the company.
8. The communication & technology system in the company must forecast the demand and enable to quick decision making.
9. It must be helpful to profit maximization and revenue generated one.

## 10. CONCLUSION

Communication and Technology is vehicle to enhance the company's performance by enhancing the overall effectiveness and efficiency of Supply chain management and Logistics management. Hence choosing the right communication system and technology for various Supply chain management and logistics activities or sub-processes is very crucial to any business to gain advantage in today's competitive market. Using effective communication & technology will lead the company to increase the productivity of the concern. The study concludes that implementing simple, suitable and flexible communication technology would bring long survival in the industry.

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