

The Effectiveness of Digital Transformation in Improving Supply Chain Performance in Karachi Region

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Abstract

The impact of digital transformation on Karachi supply chain area is examined in the following research, emphasizing improved customer experiences, process optimization, and operational efficiency. The study explores how advanced technologies like block chain, artificial intelligence, the Internet of Things, big data analytic, and networked platforms, optimize supply chain and transportation procedures. Utilizing a mixed-methods approach, 120 respondent data was collected through surveys conducted among supply chain professionals/companies in Karachi. The results unveil significant positive impacts of dynamic capabilities, competitive advantages significantly positive impact on supply chain performance. Furthermore, information sharing capabilities, and service capabilities shows negative impact on supply chain performance. This study offers valuable insights to supply chain companies and policymakers, aiming to advance the integration of digital technologies, thereby promoting economic growth and bolstering competitiveness in Karachi supply chain sector. An analysis commissioned by, points out flaws and inefficiencies in logistical operations with lack of digitalization, and makes recommendations for fixing problems and getting rid of barriers. Modern information technology creative route authorities and transportation infrastructure deliver real-time information. In recent time digitalization takes more advancement in future digital transformation.

Keywords: Digital Transformation; Effectiveness; Supply Chain; Improving; Performance

Introduction

Background of Study

Every day, the supply chain sector undergoes a digital revolution as innovative and new technologies are created to deliver goods to clients as soon as feasible. In the past few years, companies from almost every industry have started a number of initiatives to learn about and utilize new digital technologies. This tendency has been expedited by the COVID-19 pandemic. Within the supply chain ring, there are some fierce rivalries. Creating client value "through usage of a firm's sources that allows you to maximize its competitiveness via its supply chain" is the basic goal of supply chain control. There are now an increasing number of papers published each year that provide findings from many areas and viewpoints. As a result, the broader area has grown extremely intricate and challenging to understand. Since Karachi gained its independence, development and innovation have continued for the past 30 to 40 years. The fragmentation of transportation enterprises into individual and family-held proprietorship is the main cause of the slow expansion observed in the trucking and transportation sector. Individual truck drivers and/or family-owned trucks (up to a maximum of 5) make up around 84% of the trucking sector, according to reports. This implies that in order to provide extended 3PL services, even Karachi top transportation and supply chain firms must rely on these truckers' services. (Agrawal, 2015) The supply chain and transportation industry's effectiveness has previously been assessed and developed, and action has also been taken.

Research Problem

Route optimization is a critical component of improving operating efficiency and reducing costs in the supply chain sector, but it also presents significant obstacles. This analysis focuses on using dynamic routing technologies to address these challenges. With the use of hardware, software, and creative thinking, dynamic routing technology collects data in real time and determines the most effective delivery routes. These systems assist in saving money for drivers and preventing unnecessary journeys, ultimately boosting overall efficiency.

Even though a lot of studies have been done on the performance and effectiveness of supply chain and transportation companies, there is still a need to investigate the specific effects of dynamic routing technology on these areas. Studies have indicated that several factors, including advancements in technology, environmental conditions, and social factors like workplace productivity and security, can impact the operational efficiency of supply chain and

transportation companies (Incorrect, 2017). However, there hasn't been much research done on the benefits and real-world application of dynamic routing technology in the supply chain sector, especially in poor countries. By looking into how dynamic routing technologies can optimize routes, this study seeks to close this gap, reduce costs, and improve the operational efficiency of supply chain providers in Karachi. By doing so, the research will contribute to a better understanding of the practical applications and benefits of this technology in real-world settings.

Research objective

- To Evaluate the effectiveness of connected platform in transportation in Karachi,
- To identify the factors that affects the supply chain and transportation efficiency in Karachi.
- To examine the impact of digital transformation (DT) on operational agility, process transformation, cultural or organizational transformation, and customer experiences in the logistic sector in Karachi.

Research question

- How effective are the connected digitalization in transportation in Karachi?
- What are the transformation factors that affect the supply chain and transportation efficiency in Karachi?
- How does digital transformation affect operational agility, process transformation, cultural organizational transformation, and customer experiences in the supply chain sector in Karachi?

Literature Review:

The supply chain industry has seen significant changes as a result of the emergence of cutting-edge digital technologies including big data, blockchain, social media and mobile networks, artificial intelligence (AI), and the Internet of Things (IoT). To obtain a competitive advantage, businesses are actively investigating and utilizing these technologies. These developments have been accelerated by globalization, which has led to higher consumer expectations and more competition due to the rapid advancement and wide adoption of digital technology. Benitez-Amado, 2013). In the current competitive environment, services are becoming more important than tangible commodities. Third-party supply chain (3PL) services are becoming more and more well-liked as a result of the substantial influence supply chain costs have on business sales. These service providers manage logistical activities that were formerly handled internally and provide complete transportation solutions. (Green Jr, 2008). Organizations must embrace digital transformation in order to stay competitive, and doing so calls for the development of a

wide variety of skills in order to manage and carry out digital initiatives successfully. Though digital mass media marketing efforts in the 1990s and 2000s made digital products, services, and channels previously known, simply said, in the last 10 years, the topic of digital transformation has gained significant popularity. Though a little bit dispersed, research on digital transformation has increased since 2014. It is anticipated that digital technology will completely alter current company processes, making the phrase "digital transformation" widely used and the subject of scholarly discussion. (Li L. S., 2018).

Emerging Technologies in Supply Chain

Predictive Analytics and AI: Predictive analytics is made possible by AI integration in supply chain, which enhances demand forecasting, route optimization, and inventory control. Artificial intelligence (AI)-powered computers examine enormous volumes of data to forecast future trends, enabling companies to manage their supply chains proactively. (Wang et al., 2016).

- **IoT:** IoT enables real-time tracking of items, improving the visibility and transparency of the supply chain. Data about product location, condition, and movement is provided by sensors and linked devices, which facilitates improved risk management and decision-making. (Hofmann & Rüsçh, 2017).
- **Blockchain** Blockchain technology's ability to provide safe and transparent transaction records transforms supply chain. By guaranteeing the authenticity and traceability of commodities, it lowers fraud and raises confidence among supply chain players. Additionally, blockchain can expedite procedures like regulatory compliance, payment processing, and contract administration. (Kshetri, 2018).
- **Big Data Analytics:** Supply chain firms may analyze massive datasets with big data analytics, which optimizes operations, lowers costs, and boosts customer satisfaction. Businesses can estimate demand, spot inefficiencies, and improve service delivery by recognizing patterns and trends. (Wang et al., 2016).

Dynamic Capability

Teece initially proposed the idea of dynamic capacities to describe how prosperous businesses can reconfigure and reaffirm expertise in response to transformative business environments. In order for businesses to adapt and innovate, they need **dynamic capabilities**, which include people skills, procedures, organizational structures, and strategic decision-making. For example, strategic alliances, flexible supply chain management, and advanced data analytics may help

supply chain companies build dynamic capabilities (Wang, 2017). Dynamic capabilities are essential for long-term corporate development and competitiveness in the supply chain sector, according to recent studies. Teece et al. (1997).

Competitive Advantages

Competitive advantages are unique attributes that allow firms to outperform their competitors. These advantages stem from valuable resources, strategic capabilities, and superior market positioning. In the context of supply chain, competitive advantages include cost efficiency, service differentiation, technological innovation, and strong customer relationships. Firms with unique and valuable resources, such as state-of-the-art IT systems or a robust distribution network, can attain higher efficiency levels and a long-lasting competitive edge (Tsamenyi, 2010).

Service Capabilities:

The capacity of supply chain companies to provide excellent services that either meet or beyond the expectations of their clients is referred to as service capabilities. Customer service, attentiveness, and dependability are important components. For instance, putting ISO standards into practice helps boost clients' trust in supply chain providers. Personalized client interactions, effective delivery procedures, and real-time tracking are all key components of high-quality supply chain services. Research has indicated that exceptional customer service qualities have a major influence on customer loyalty and satisfaction (Wamba, 2017).

Information Sharing Capabilities

Capabilities for information sharing include the efficient use and distribution of information throughout the supply chain. This comprises smooth communication lines, data integration, and a strong IT infrastructure. Supply chain companies may streamline processes, cut down on delays, and react swiftly to changes in the market with the help of effective information exchange. The supply chain industry can share information more easily because to the use of technologies like blockchain, cloud computing, and ERP systems (Tsekouras, 2011).

Organizational Performance

Organizational performance is a multifaceted concept that shows how well a company works to accomplish its goals. It covers internal operations, consumer happiness, financial success, and learning and development. Performance measures including customer happiness, cost effectiveness, and delivery precision are critical success markers in supply chain. Research has

indicated that enhancements in organization's overall success is directly impacted by its logistical performance., resulting in improved financial results and improved market positioning (Tsamenyi, 2010).

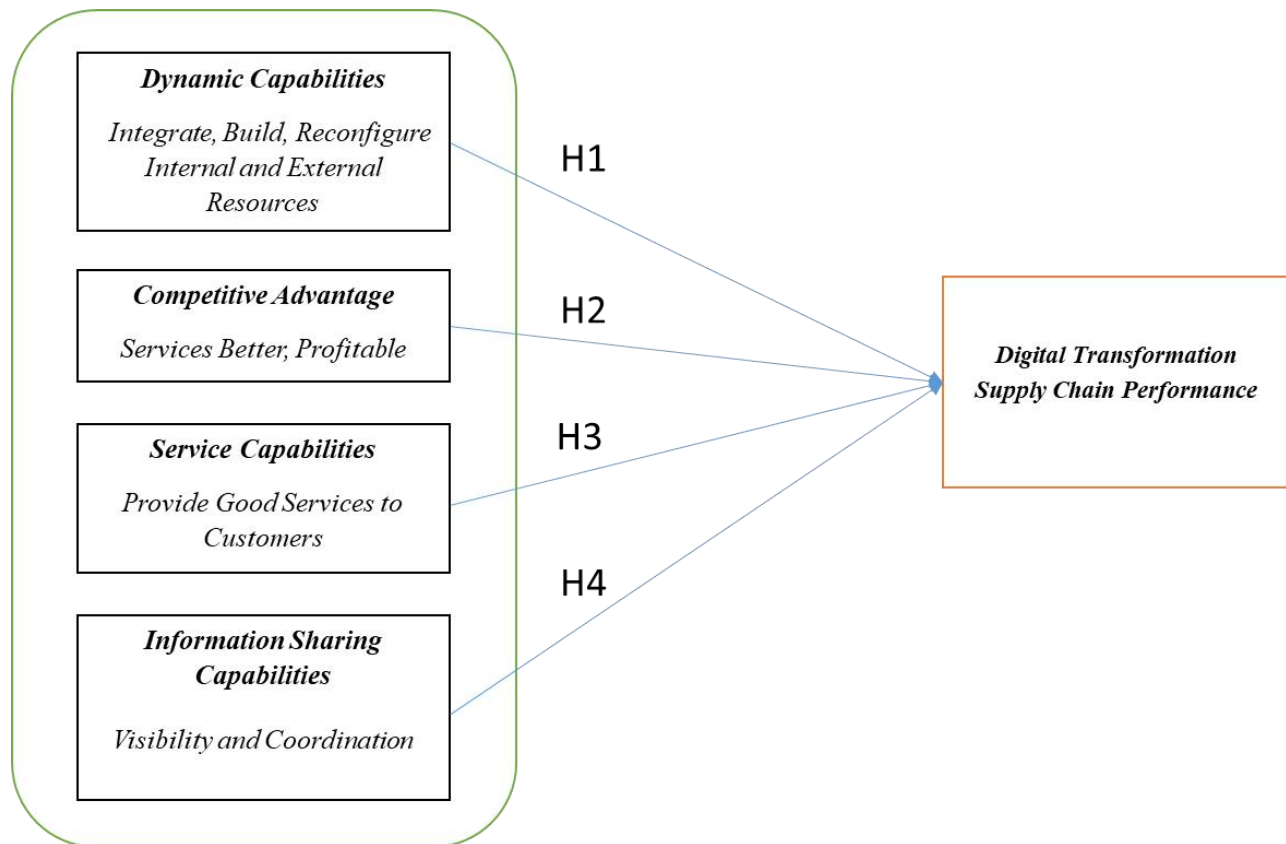


Figure 01: Conceptual Framework

Digital Transformation's impact on the Supply Chain Sector

The processes and value-providing of supply chain organizations are radically altered by digital revolution. It entails revamping organizational procedures, reconsidering business models, and promoting an innovative culture. Businesses that successfully complete this transition will have a significant competitive edge. The operations and value-delivery of supply chain organizations are radically altered by the digital revolution. It entails revamping organizational procedures, reconsidering business models, and promoting an innovative culture. Businesses that successfully complete this transition will have a significant competitive edge.

Research Methodology & Results

An Overview

This is an exploratory research. The approach used to look at the variables influencing organizational performance in Karachi supply chain industry. This is because we are looking for the additional information that our independent variables (i.e. Dynamic Capabilities, Competitive advantage, Information sharing capabilities and service capabilities) have impact on our dependent variables. The research incorporates several theoretical viewpoints to establish an all-encompassing analytical structure. To achieve this, we believe that an exploratory research approach is the most appropriate for our project.

Research Methodology

In this research, we've employed a descriptive study design to explore the perceptions of our participants concerning the variables and the traits of our focus group, to better understand how supply chain businesses in Karachi use information sharing capabilities, dynamic capabilities, and balanced performance measures to improve organizational performance. It integrates descriptive analysis with hypothesis testing to evaluate the impact of supply chain on organization performance. In addition, the methodology, research design, data source, target population, and variables of this study are discussed in this section, which the findings of the study will be based on.

Data Collection

The research technique used in the study is based on empirical data that was acquired through interviews and questionnaires. Questionnaire-based surveys are used to assess the sustainability of the proposed theories. The main instruments for this research are these surveys and interviews. The project also aims to collect implicit knowledge from the consumer electronics industry. Participants are selected to complete a questionnaire that reflects the supply chain and logistical challenges their companies encounter. The research aims to understand how information sharing capabilities, dynamic capabilities, competitive advantage, and service capabilities influence organization performance. Data will be sourced from logistic companies, SEM's sector, different product areas, ages and genders.

Data Analysis

Quantitative Analysis

The study's quantitative approach necessitated a thorough analysis of the data, which was essential for statistical evaluation. For this task, IBM's SPSS software was employed, a tool designed for such analytical processes. The analysis encompassed various methods including the assessment of frequency, the creation of factor analysis regression and correlation analysis, as well as the compilation of descriptive statistics.

Sample Size

A survey questionnaire will be distributed to 120 respondents, who will be asked to provide information from the viewpoint that most accurately reflects the supply chain and logistical challenges their company faces. A questionnaire-based study of over one hundred and 120 participants from various areas in Karachi supply chain industry.

Method of Sampling

Probability sampling, simple random sampling, and structured data collecting will be the sample techniques employed in this study.

Sample Size and Sampling Technique

The target population included students, Manager, SMEs, executives and supply chain experts from industrial enterprises in Karachi actively involved in supply chain processes. A diverse sampling strategy was employed to capture a wide range of perspectives within the supply chain industry in Karachi. The sample size of 120 respondents is determined based on resource constraints

Data Collection Methodology

The data collection methodology for research topic "Effectiveness of digital transformation in logistic industry in Karachi 2024" Both in-person and online distribution of 120 respondents questionnaire were utilized. Participants received clear instructions regarding confidentiality and ethical considerations. Participation was voluntary, visiting logistic transport office, SMEs, and data provided were used solely for research purposes.

Demographic

Gender

In this survey both male and female record their response. There were 75 males and 45 females who contributed in our study:

Table-01: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	62.5%	62.5%	62.5%
	Female	45	37.5%	37.5%	100%
	Total	120	100%	100.0	

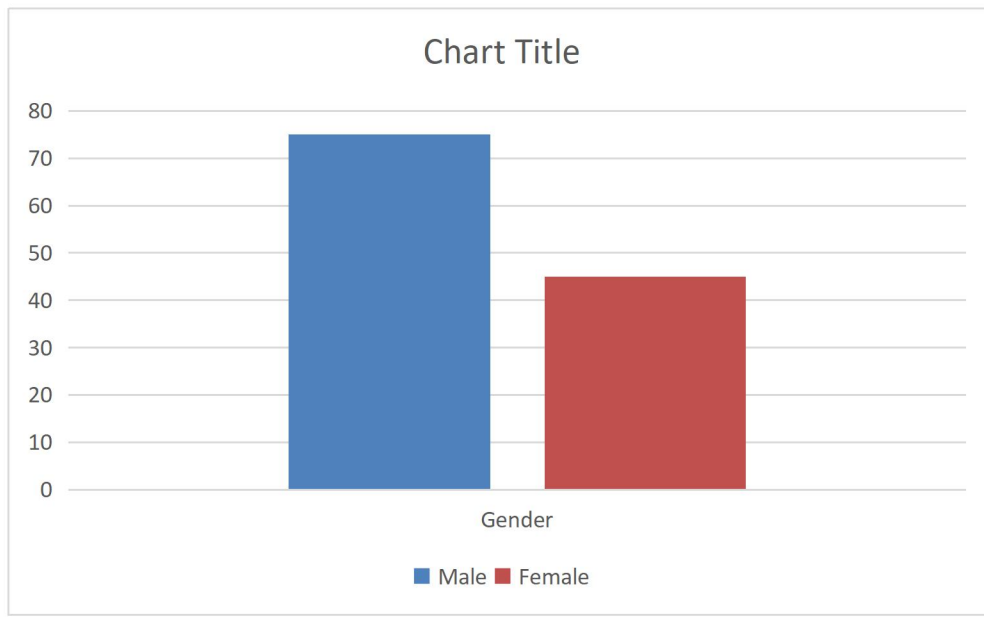


Figure 02: Gender Chart

Education

Respondents of our survey were highly educated as only were one respondent who have done matric remaining 120 respondents which include 20 having intermediate degree, 40 have done graduation, 30 have master’s degree, 15 have done MPhil, and there were 15 respondents who have were other.

Table 02: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	20	16.7%	16.7%	16.7%
	Graduation	40	33.3%	33.3%	50%
	Master	30	25%	25%	75%

	M.Phil	15	12.5%	12.5%	87.5%
	Other	15	12.5%	12.5%	100%
	Total	120	100%	100%	

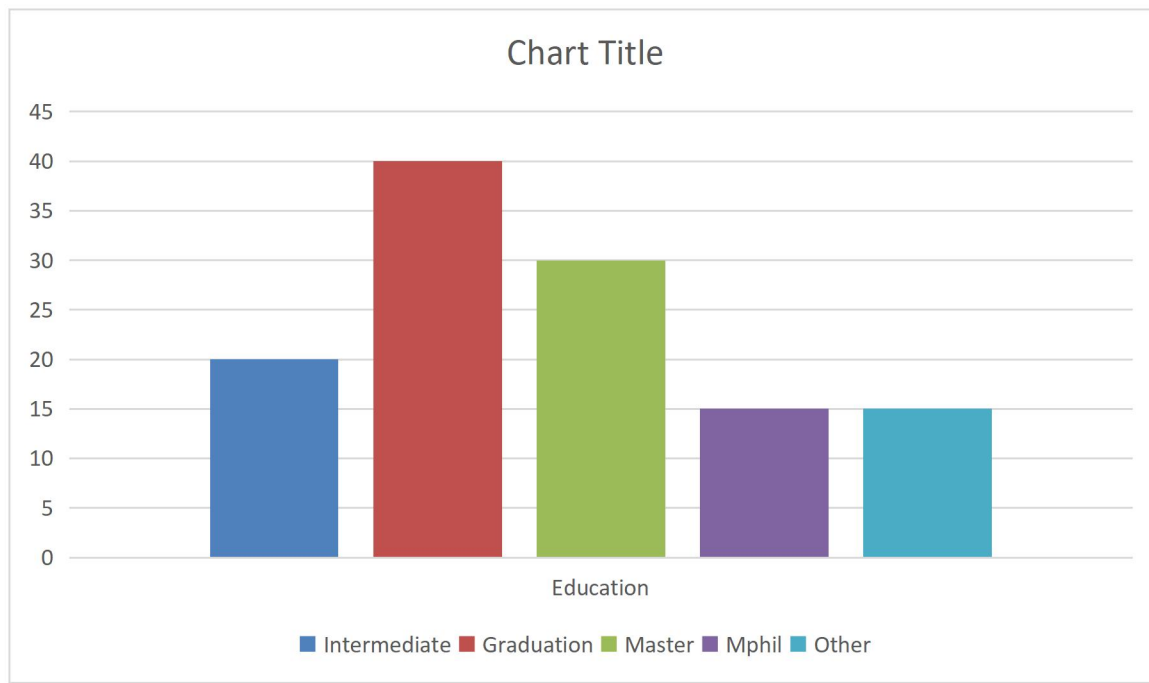


Figure 03: Education

Table 03: Work Experience

	Experience Age	Frequency	Percent	Valid Percent	Cumulative
Valid	3 to 6	44	36.7%	36.7%	36.7%
	7 to 15	30	25%	25%	61.7%
	16 to 20	20	16.7%	16.7%	78.3%
	20 and more years	26	21.7%	21.7%	100%
	Total	120	100%	100%	

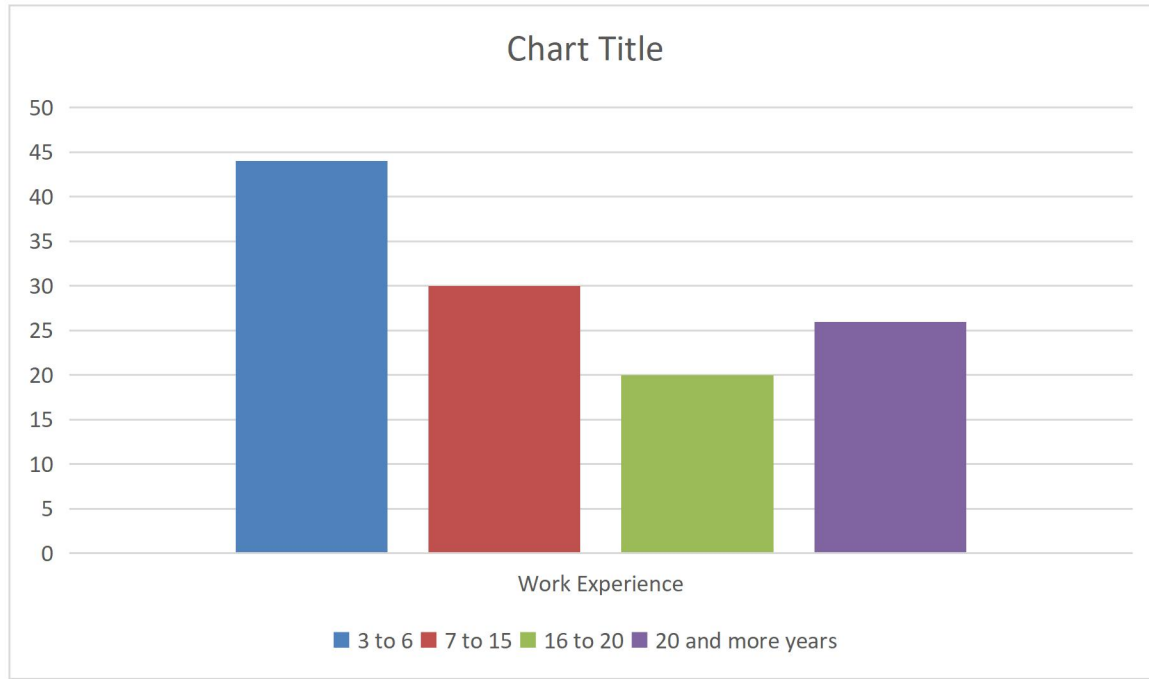


Figure 04: Word Experience

Table 04: Frequencies

		DC	CA	INC	SC	OP
N	Valid	120	120	120	120	120
	Missing	0	0	0	0	0
Mean		3.99	3.96	3.94	3.82	4.01
Std. Deviation		.96	.94	.95	.89	.93
Variance		.92	.89	.90	.79	.86
Range		4.00	4.00	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00

Essentially, a variable's frequency is crucial in how the results are presented. For example, the average value of the Dynamic Capability variable is 3.99, indicating a central tendency in the data points that cluster around this number. The dataset's dispersion is measured by the standard deviation, which is 0.96. A smaller value indicates a close clustering around the mean, whereas a greater value indicates a wider dispersion. The variance stands at 0.92, which is formally known as the standard deviation's square, and it is indicative of the spread of the

distribution. More dispersed data is indicated by a greater variance, whereas less is indicated by a smaller one. The dataset's range, which is 4, indicates the distance between the highest and lowest values and provides information on the degree of variation within the values—1 being the lowest and 5 being the largest observed values. With 120 observations for each variable, covering the whole range from the smallest to the biggest recorded value, these statistics together give an overview of each variable's range, central tendency, and variability.

Reliability Analysis

Table 05: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of items
.298	28

The Cronbach's Alpha scale reliability test revealed an outcome of 0.298 this was a good reliability since the higher the figure the higher the internal consistency of items to be analyzed. Therefore, the research instrument was very much reliable and acceptable for analysis since the Cronbach's Alpha coefficient was closer to 1 as it was described.

Correlation

For the purpose of being sure that the explanatory variables are correlated, a correlation matrix is applied.

Table 06: Correlation

		OP	DC	CA	INS	SC
SUPPLY CHAIN PERFORMANCE	Pearson Correlation	1.000	.811	.341	-.262	-.130
	Sig (1-tailed)		.001	.007	.033	.184
	N	50	50	50	50	50
DYNAMIC CAPABILITIES	Pearson Correlation	.811	1.000	-.171	-.175	-.240
	Sig (1-tailed)	.000		.118	.111	.047

	N	50	50	50	50	50
COMPETITIVE ADVANTAGES	Pearson Correlation	.347	-.171	1.000	-.092	.224
	Sig (1- tailed)	.007	.118	.	.262	.059
	N	50	50	50	50	50
INFORMATION SHARING CAPIBILITIES	Pearson Correlation	-.262	-.175	-.092	1.000	.301
	Sig (1- tailed)	.033	.111	.262	.	.017
	N	50	50	50	50	50
SERVICE CAPABILITIES	Pearson Correlation	-.130	-.240	.224	.301	1.000
	Sig (1- tailed)	.184	.047	.059	.017	.
	N	111	111	111	111	111

Regression Analysis

Diagnosis Test

Before undertaking regression analysis, a series of initial examinations were carried out to verify that the data met the essential prerequisites for this type of analysis. This preparatory phase involved conducting a factor analysis to determine the data's fundamental structure, executing a reliability test to measure the consistency of the data, and performing a correlation test to investigate the relationships between the variables. These procedures are vital to confirm that the data is appropriate for regression analysis and to ensure the dependability of the findings.

Dynamic Capability, Competitive Advantage, Information Sharing Capability and Service Capability with organization performance in logistic sector by Regression Analysis with Expletory Variables:

Table 08: Model Summary

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951	.904	.896	.046
Predictors (constant) DC, CA, INS, SC				
Dependent Variable : SCP				

R² (R Square) Represent the power of a model. It shows the amount of variation in the dependent variable the independent variable explains and always lies between value 0 and 1. As the R² increase, more variation in the data explained by the model and better the model gets at prediction. A low R² would indicate that the model doesn't fit the data well and then an independent variable doesn't explain the variation in the dependent variable well. The value of R square is 0.90, this value represents that we are predicting 90% out of 100% original value and the value of Std Error of the estimate is 0.046 this value represents that the chance of error in this model is 46%.

Table 09: ANOVA^a

1	Model	Sum of square	Df	Mean Square	F	Sig.
	Regression	.909	4	.227	106.531	.001
	Residual	.096	45	.002		
	Total	1.005	49			
Dependent Variable: SCP						
Predictors (Constant), SC, CA, DC, INS						

This table represents the total value and that is 1.005. The SS value of regression is 0.909. And the residual value "error value" is 0.096. F value of ANOVA table 08 is 106.531 more than 4 this represents that this model is adequate. Sig. Value is less than 0.04 therefore the model is acceptable.

Table 10: Coefficients						
Model		Unstandardized Coefficients		Standard Coefficient's	T	Sig
I		B	Std. error	Beta		
	Constant	.221	.121		1.832	.074
	Dynamic Capabilities	.646	.035	.883	18.287	.001
	Competitive Advantage	.284	.028	.495	10.207	.001
	Information Sharing Capabilities	-.040	.034	-.058	-1.165	.250
	Service Capabilities	-.006	.027	-.012	-.229	.820
Dependent Variable: SCP						

DYNAMIC CAPABILITIES has unstandardized coefficient value (0.646).

COMPETITIVE ADVANTAGE has unstandardized coefficient value (0.284).

INFORMATION SHARING CAPABILITIES has unstandardized coefficient value (-0.040).

SERVICE CAPABILITIES has unstandardized coefficient value (-0.006).

Dynamic Capabilities has a significant impact on organizational performance having T-value (18.287). Competitive Advantage has a significant impact on organizational performance having T-value (10.207). Information Sharing Capabilities has no significant impact on organizational performance having T-value (-1.165). Service capabilities has no significant impact on organizational performance having T-value (-0.229).

3.16 Hypothesis Development of Research Frame work

H0: Dynamic Capabilities has a positive relationship with supply chain performance in logistic industry of Karachi.

HA: Dynamic Capabilities not has a positive relationship with supply chain performance in logistic industry of Karachi.

H0: Competitive Advantage has a positive relationship with supply chain performance in logistic industry of Karachi.

HA: Competitive Advantage not has a positive relationship with supply chain performance in logistic industry of Karachi.

H0: Information Sharing Capabilities has a positive relationship with supply chain performance in logistic industry of Karachi.

H0: Service Capabilities has a positive relationship with supply chain performance in logistic industry of Karachi.

HA: Service Capabilities not has a positive relationship with supply chain performance in logistic industry of Karachi.

Table II: Hypotheses Testing

Variables	Beta	Accepted/Rejected
Dynamic Capabilities	.646	Accepted
Competitive Advantage	.284	Accepted
Information Sharing Capabilities	-.040	Rejected
Service Capabilities	-.006	Rejected

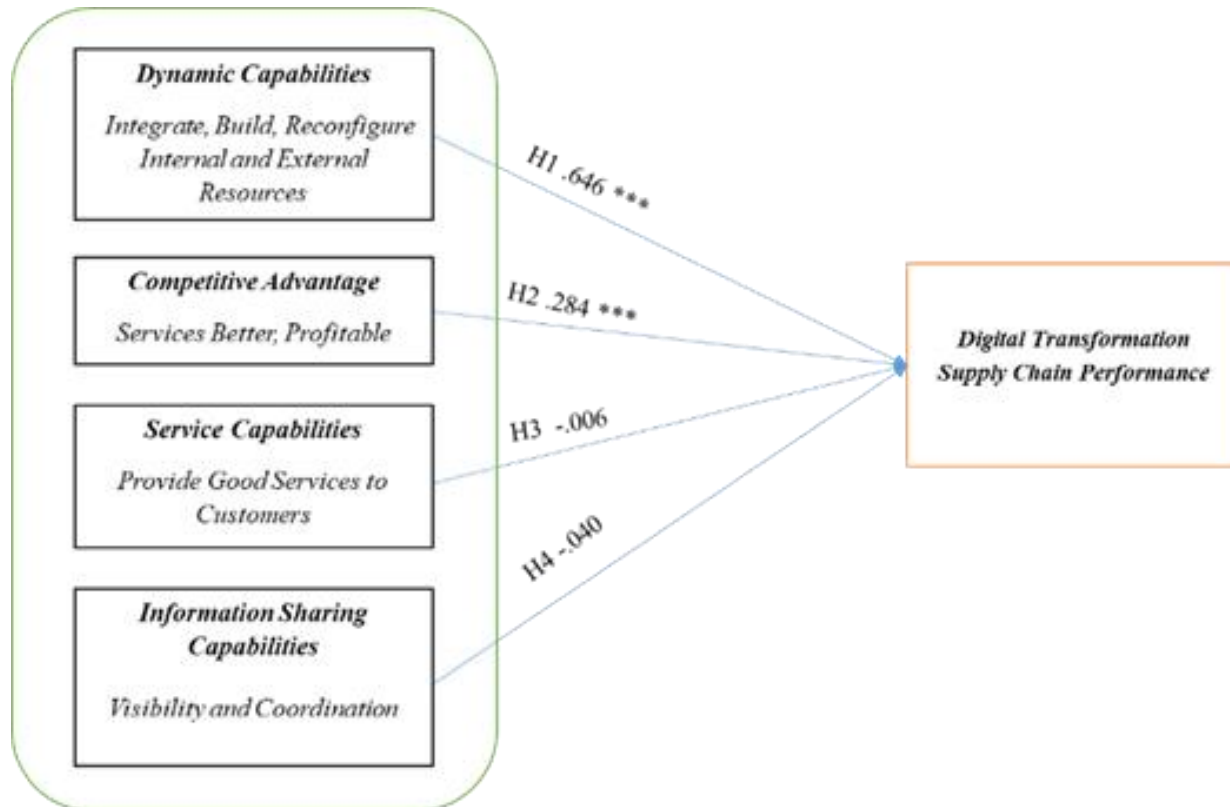


Figure 04: Hypotheses Testing

In this model variable of dynamic capabilities Beta value of 0.646, this is a positive value, suggesting that dynamic capabilities are positively associated with the dependent variable. The hypothesis is accepted, meaning that the relationship between dynamic capabilities and the dependent variable is statistically significant and aligns with our expectations. Competitive advantage Beta 0.284, also positive, indicating a moderate positive relationship with the dependent variable which is accepted, implying that competitive advantage has a meaningful impact on the dependent variable, and the result is significant. Information sharing capabilities Beta -0.040 value is a negative, indicating a very weak negative relationship with the dependent variable. Therefore, hypothesis is rejected, meaning that information sharing capabilities do not significantly affect the dependent variable, as the Beta is close to zero and not statistically significant. Service capabilities Beta -0.006 is also a very small negative value, suggesting an almost negligible negative relationship with the dependent variable. The hypothesis is rejected for service capabilities as well, indicating that this variable does not have a significant or meaningful impact on the dependent variable. Dynamic Capabilities and Competitive Advantage are found to have a statistically significant positive impact on the dependent variable, meaning

they are important factors in the model being tested. Information Sharing Capabilities and Service Capabilities do not show a meaningful relationship with the dependent variable in this study. Their negative Beta values suggest weak or negligible effects, leading to the rejection of their respective hypotheses.

Conclusion

One major factor influencing change in the supply chain industry is digital transformation. By leveraging cutting-edge technologies like big data analytics, block chain, AI, and the Internet of Things, businesses may improve their operational and customer service skills while staying competitive in a market that is changing quickly. Notwithstanding the obstacles, Karachi supply chain industry stands to gain much from digital transformation, opening the door to long-term, sustainable growth and development. This study looked at the relationships between supply chain performance, competitive advantage, information sharing capabilities, dynamic capabilities, and service capabilities in the goods forwarding sector. Karachi economy greatly benefits from the supply chain sector. The primary port for exporting commodities to foreign nations is Karachi. With its seaports, airports, and road transportation capabilities, Karachi is well-positioned to benefit from these infrastructure developments.

However, as a byproduct of this expansion, particularly in metropolitan areas, the city has experienced unwelcome traffic congestion. The optimum outcome for the performance of the organization comes from choosing or working in the appropriate area of supply chain in accordance with the firm's priorities. Supply chains and the supply chain industry play a major role in the company's ability to provide high-quality products and services to customers. Providing consumers with appropriate services is one of the major problems in the service sector. Positive and beneficial results can result from quickly determining and meeting the demands of clients. The investigation demonstrates that services and information exchange capacities have a favorable and noteworthy effect on organizational effectiveness. Conversely, the influence of competitive advantage and dynamic skills on organizational success is negligible. The physical and service-related distinctiveness of assets is significantly impacted by meeting effectiveness.

When it comes to the service capabilities characteristic, the respondents overwhelmingly agreed that they are good at tracking down the cargo at its point of movement and possess the ability to promptly pick up and transport the items, which boosts sales activity. When it comes to improving organizational performance and lowering logistical costs,

information exchange is crucial. Through the use of electronic links, businesses may exchange information across departments, gather data about customers and their unique demands, and disseminate relevant supply chain information across the whole organization. Competitive advantages provide an edge over rivals. The company's constant goal is to get a competitive edge, which requires them to raise the efficiency of their organization. Dynamic capabilities, the capacity to construct, integrate, and reconfigure their competencies in response to a changing environment, yet occasionally the business falls short in this regard. The organization is impacted by the failure of dynamic profit margins and competitive advantage. The organization's profit margin is affected by target profit, and when it does not achieve this profit, top-level managers with a wealth of experience may fire employees and sometimes relocate, reprimand, and otherwise ruin their lives. There may occasionally be a threat to the organization. The primary cause of the majority of businesses running out of it is that just a small number are operating on the right road.

Recommendation

We advise higher-level managers and organizations to develop strategies for competitive advantages. A business should concentrate on being able to outperform its rivals strategically and offer superior delivery services. When choosing a method of transportation, the firm should possess the resources and abilities to draw in additional potential clients and increase its market share through the use of Porter's cost leadership approach. Workers in Karachi's supply chain sector are primarily from middle-class backgrounds, so they place a lot of emphasis on their pay since, in the end, they manage their families, which has an impact on the organization's success. . Workers lack the information necessary to adjust their workouts to accommodate dynamic changes to better comprehend the necessary modifications for operations, organizations must provide training and instruction to their staff about the need for certain services, customers, and gathering consumer feedback. By participating in workshops or seminars that enable the organization to hear from partners about new developments or changes that have occurred in the market.

Therefore, we suggested that the company hold monthly feedback meetings with every worker to go over the problems arising from the day-to-day operations of the company. Within the organization, a collaborative committee should be established to facilitate the exchange of diverse experiences that enhance the organization's overall performance. Weekly team meetings

should be held to discuss the daily workload and any exceptions that employees may be experiencing when objectives are met on time. This will help to choose the path in which the organization will succeed. Monthly meetings of the organization should be held to examine the organization's performance to date, future goals to be accomplished, and appropriate goal-setting at the departmental and individual levels. The company should minimize inefficiencies to accept and promote failure.

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