

**EFFECTS OF SUPPLY CHAIN INTEGRATION ON SUPPLY CHAIN MANAGEMENT
PERFORMANCE OF PUBLIC UNIVERSITIES: A CASE STUDY OF THE UNIVERSITY OF
NAIROBI**

Anthony Mwenda Mbaabu

Student at Jomo Kenyatta University of Agriculture and Technology

George Ochiri

Lecturer at Jomo Kenyatta University of Agriculture and Technology

CITATION: Mbaabu, M. A. & Ochiri, G., Effects of Supply Chain Integration on Supply Chain Management Performance of Public Universities: A Case Study of the University of Nairobi. *International Journal of Human Resource and Procurement*.

4

(5), 122-141.

ABSTRACT

Supply Chain Management (SCM) system facilitates inter-enterprise cooperation and collaboration with suppliers, customers and business partners. The understanding and practicing of supply chain management has become an essential prerequisite for staying competitive in the global market and for enhancing profitability.

This necessitates the need to employ supply chain integration. A descriptive research design has been used in this study. The target population will be all staff of Nairobi University working in operation, finance, procurement and human resource department.

The study indicates that

there existed a positive relationship between supply chain integration practices information sharing

,
coordination of supply chain operations, and
user customer integration
and supply chain performance in the University.

This implied
information sharing

,
coordination of supply chain operations, and
user customer integration
led to improvement in revenue, customer base, quality of service delivery, improvement in provision of services and real time response.

The finding further revealed that Business processes should structure to allow full use of information.

From the findings, respondents indicated that the coordination in the organization payment of raw material suppliers, manufacturing, distribution, distribution, third party logistic providers and retailers increase organization revenue

,
organization's customer segmentation improves organization's' customer base, organization customization of the products and services improve the organization performance and that
organization's customer relationship management enhance real time response in operations.

Key words: Supply Chain Management performance, Information sharing, Integration of Supply Chain Operations, U ser Customer Integration and Logistics Management Integration.

[View Full Text PDF Format](#)