

Motivating Factors of Investors to Involve in Supply Chain Management Practices: A study on Ready Made Garment Industry in Bangladesh.

Topic: (4.7) Region/country-specific analysis (1)

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Purpose

The purpose of this paper is to investigate the motivating factors of Supply Chain Management (SCM) practices of Bangladeshi ready made garment Industry. SCM activities are key facts for sustainable growth of RMG sector in Bangladesh. This study fills the gap of research on this topic and enriches SCM knowledge enormously.

Research Approach

This descriptive study investigates the motivational factors of SCM. It focuses how the major variables are interrelated with motivating factors of companies to involve in SCM practices. This study also develops a perceptual map of company owner's motivation regarding SCM activities.

Methodology

A survey have been conducted to explore relationship among the considering variables of factory owners motive to involve in SCM. Data were collected through a structured questionnaire.

Sample frame had developed from 43 companies; 10 companies were selected using simple random sampling technique. The final analysis was performed on statistical software based on factor analysis and multidimensional scale technique frequency.

Findings and Originality

Literature review indicates internal forces (Organizational reputation, desired business profit) and external forces (Consumer requirement, reward ratio, competitive advantage) have enforced garments companies to involve in SCM activities. It suggests understanding of motivational factors for SCM can increase productivity, shorten the lead time and convey real business benefits.

Research Impact and Limitations

This study finds four motivational factors (operational, financial, environmental & ethical and social & behavioral) of supply chain management. The study identifies the sensitivity of each motive along with required strategy for controlling SCM activities. Moreover, it directs positive impression for foreign investors regarding Bangladesh and used to gather experience about motivational aspects of SCM activities for others as well. Although this study focus only the area of Bangladeshi RMG industrial but it may helpful as a foundation for further study.

Key Words: Supply chain management, Motivation, Garments, Bangladesh.