Title: Role of Organizational Factors for Sustainable Logistics Performance of SMES Manufacturing Firms of Developing Country: Mediating Role of Big Data Driven Supply Chain.

Author name: Ikramuddin Junejo, Ummi Naiemah Saraih, Jan Muhammad Sohu.

Abstract: Background: In developing countries, the cost of logistics has substantially increased as a result of the rise in fuel prices and the limited number of used vehicles. One of the key solutions to these problems is effective logistics management, which relies heavily on accurate and timely information generated by advanced technology The purpose of this study is to examine the mediating role of a big data-driven supply chain in the relationships between both organizational culture and top management support and the logistics performance of SMEs in the manufacturing industry of Pakistan, which serves as an example of a developing country.

Methods: To test the proposed hypothesis, primary data was gathered from the employees of SMEs in the manufacturing industry in Pakistan through convenience and snowball sampling strategies. Data was collected from 370 SME of employees[, and structural equation modeling was applied in SmartPLS version 3.

Results: There were direct effects of all variables, including organizational culture, top management support, and big data-driven supply chains, on logistics performance. Furthermore, there was an indirect partial mediation effect of big data-driven supply chains on the relationships between both organizational culture and top management support and the logistics performance of manufacturing SMEs in Pakistan.

Conclusion: Organizations should develop certain practices, including a positive culture characterized by shared values, employee engagement, and a supportive work environment, which are more likely to achieve higher levels of logistics performance in the long run. The RBV posits that a firm's competitive advantage and performance are supported by the unique resources and capabilities it possesses in advanced technology. Secondly, the RBV sheds light on the role of intangible and strategic resources in shaping supply chain outcomes and ensuring the improvement of logistics performance. Thirdly, organizational culture can be considered an intangible resource of a firm, as can various practices, including the values, norms, and behaviors within an organization.

Keyword: Organizational Culture, Top Management Support, Big Data Driven Supply Chain, Logistics Performance, SMEs manufacturing firms.

DOI: https://doi.org/10.17270/J.LOG.001057