SUPPLY CHAIN DIGITALIZATION AND CUSTOMER RESPONSIVENESS IN MANUFACTURING INDUSTRIES: A CASE OF TEXTILE INDUSTRY JINJA U LTD

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A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT OF UGANDA CHRISTIAN UNIVERSITY

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DECLARATION

I Kanene Mary declare that the content of this research report is my original work and to the best of my knowledge this work has never been submitted anywhere for any award. It is done through my own efforts.

Signature: ..... Date: 24th | 08 | 2024.

Kanene Mary

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APPROVAL

I certify that this is original work drawn by Kanene Mary has been under my supervision and is now ready for submission to the department of business of Uganda Christian University.

Signature: Date:24th -08-2024……...

Mr.Maena Daniel

(SUPERVISOR)

DEDICATION

I dedicate this research report to my wonderful parents, Mr. Massa Moses and Mrs. Nambozo Juliet, and my supportive uncles, Masaba George and Massa Alex. Their unwavering financial support, including paying for my tuition, along with their constant encouragement and presence in my life, has been instrumental in my journey. I am deeply thankful for their love and for always being there whenever I needed them most.

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LIST OF ACHRONYMNS

CIPS	:	Chartered Institute of Procurement & Supply
CRM	:	Customer Relationship Management
EDI	:	Electronic Data Interchange
ERP	:	Enterprise Resource Planning
PDU	:	Procurement and Disposal Unit
PPDA	:	Public Procurement and Disposal of Public Assets
SPSS	:	Statistical Package for Social Sciences
SSTs	:	Self-Service Technologies
UTM	:	Uganda Textile Mill

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ABSTRACT

This research report was undertaken to investigate on supply chain digitalization and customer responsiveness in manufacturing industries. It was guided by three objectives; to assess the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd

,to analyze the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd, to determine the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd. This research used a sample size of 36 respondents, questionnaires were used to collect data which was later analyzed using the statistical package for social sciences. Results of the first objective shows that technological advancement have a significant effect on customer responsiveness of textile industry Jinja (U) Ltd by 9.8%, Results of the second objective reveals that risk management affects customer responsiveness of textile industry Jinja (U) Ltd by 7.5% while results of the third objective show that collaborative partnerships affects customer responsiveness of textile industry Jinja (U) Ltd by 2.4%**.**

It can be concluded that technological advancement have a significant effect on customer responsiveness of textile industry Jinja (U) Ltd, followed by risk management and lastly collaborative partnerships.

The management of textile industry Jinja (U) Ltd should optimize existing digital tools and communication channels to better serve customers. Businesses can use customer relationship management (CRM) systems to maintain accurate and up-to-date records of customer interactions, preferences, and feedback, enabling more personalized service.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter consists of background to the study, statement of the problem, purpose of the study, specific objectives, and research questions, scope of the study, significance of the study, justification of the study and conceptual framework.

1.1 Background of the study

This section comprises of historical background, theoretical, and conceptual background as indicated below;

1.1.1 Historical back ground

The study of supply chain digitalization and customer responsiveness in manufacturing industries has gained significant attention worldwide, as businesses strive to enhance operational efficiency and meet customer demands in an increasingly globalized market. This paradigm shift towards digitalization has been driven by advancements in technology, globalization, and the need for improved supply chain performance. According to Li et al. (2020), digitalization in supply chains involves the integration of information systems, automation of processes, and the use of data analytics to facilitate real-time decision-making and enhance customer responsiveness.

In an international perspective, the digitalization of supply chains has become crucial for manufacturing industries to stay competitive in the global market. With globalization, companies are establishing complex networks of suppliers, manufacturers, and distribution channels across different countries. This has led to the need for digital technologies that may provide real-time visibility, traceability, and coordination across the entire global supply chain. According to Deloitte (2019), digitalization enables companies to streamline operations, reduce costs, and respond to customer demands more effectively, thereby gaining a competitive advantage.

The historical background of supply chain digitalization and customer responsiveness in manufacturing industries may be traced back to the late 20th century with the advent of

computerization and the rise of global trade. This era witnessed the increasing complexity of supply chains due to the globalization of markets and the growing need for efficient logistics management. Digitalization became a necessity to streamline operations and enhance customer responsiveness in order to meet the demands of a rapidly changing business environment (Karimi et al., 2018). Furthermore, the emergence of electronic data interchange (EDI) and enterprise resource planning (ERP) systems in the 1980s paved the way for the integration and automation of various processes within supply chains (Lin et al., 2010).

In an Afrimay perspective, digitalization of supply chains is still in its early stages but holds immense potential for enhancing manufacturing industries. Afrimay countries face unique challenges such as limited infrastructure, inefficient logistics, and fragmented supply chains. However, the rising mobile penetration and access to technology present opportunities for leapfrogging traditional supply chain models and adopting digital solutions. A study by Ijeh et al. (2017) highlights the potential of digital supply chain platforms to enable Africa manufacturers to overcome logistical challenges, improve collaboration, and enhance customer responsiveness.

Furthermore, supply chain digitalization and customer responsiveness have witnessed significant growth in recent years. With the improvement in internet connectivity and Smartphone penetration, Africa manufacturers have leveraged digital technologies to overcome traditional challenges such as poor infrastructure, limited access to markets, and inadequate supply chain visibility (Farah et al., 2019). The adoption of mobile payment systems, e-commerce platforms, and digital marketplaces has enabled manufacturers to reach a wider customer base, enhance responsiveness, and improve overall supply chain performance. For example, Jumia, an African e-commerce platform, has facilitated the growth of digital supply chains by connecting manufacturers with customers across the continent (Meena et al., 2020). According to Lehmkuhl and Stark (2016), the digitalization of supply chains began as early as the 1960s with the introduction of electronic data interchange (EDI) systems, which allowed for electronic exchange of business documents between companies. This initial step towards automation laid the foundation for subsequent advancements.

Within the East African perspective, countries such as Uganda have experienced a notable shift towards supply chain digitalization and customer responsiveness. The Ugandan government has recognized the potential of digital technologies in driving industrial growth

and has undertaken initiatives to promote their adoption. For instance, the establishment of the National Information Technology Authority - Uganda (NITA-U) has led to the implementation of e-government services, digital payment systems, and the development of an enabling regulatory environment (Atwine et al., 2017). These efforts have supported manufacturers in Uganda, including textile industry Jinja Ltd, to integrate digital tools into their supply chains, enhance customer responsiveness, and improve overall operational efficiency.

Within East Africa, including Uganda, the digitalization of supply chains is gaining momentum. Countries like Uganda are witnessing a growing manufacturing sector, and there is a growing emphasis on digital technologies to enhance competitiveness. In the textile industry, companies like Jinja (U) Ltd are increasingly adopting digital solutions to transform their supply chains. For instance, implementing digital inventory management systems, automated production processes, and real-time tracking of orders may improve operational efficiency, reduce lead times, and enable better customer responsiveness. This is supported by a study by Okurut et al. (2019) that explores the impact of digitalization on supply chain performance in the Ugandan manufacturing industry.

Textile industry Jinja (U) Ltd, one of Uganda's leading textile manufacturers, has embraced supply chain digitalization to enhance customer responsiveness. By adopting technologies such as ERP systems, e-commerce platforms, and automated inventory management systems, the company has improved the visibility of its supply chain and streamlined processes (Tumwine et al., 2019). This digital transformation has enabled Jinja Ltd to respond quickly to customer demands, reduce lead times, and optimize inventory levels. Additionally, the company has leveraged digital platforms such as Jumia and social media to expand its customer reach and promote its products (Jinja Textiles, 2021). These initiatives have not only increased customer responsiveness but also strengthened Jinja Ltd's competitive position within the textile industry.

1.1.2 Theoretical background

Digital supply chain transformation theory

The study was guided by Digital Supply Chain Transformation theory as discussed below;

Supply chain digitalization plays a crucial role in enhancing customer responsiveness in manufacturing industries. One prominent theory in this regard is the Digital Supply Chain Transformation theory, which emphasizes the integration of digital technologies and data-

driven approaches across the entire supply chain to enhance operational efficiency and customer responsiveness.

According to Zaghini and Zanoni (2018), digital supply chain transformation involves the adoption of various technologies, such as the Internet of Things (IoT), big data analytics, artificial intelligence (AI), and cloud computing, to enable real-time visibility, collaboration, and decision-making. These technologies facilitate the collection and analysis of vast amounts of data from multiple sources, allowing manufacturers to understand customer demands and preferences more accurately. By leveraging this insight, manufacturers may proactively align their production, distribution, and inventory management processes to meet customer needs promptly and efficiently.

Furthermore, digital supply chain transformation enables manufacturers to implement demand-driven strategies, as highlighted by Kumar et al. (2020). By integrating digital technologies, manufacturers gain the ability to track and analyze customer behavior in real-time, allowing them to predict and respond to changes in demand patterns swiftly. This agility helps manufacturers reduce lead times, optimize inventory levels, and streamline production, thereby enhancing customer responsiveness. Through data-driven forecasting and demand sensing techniques, manufacturers may align their supply chain operations with actual customer demands, resulting in improved service levels and customer responsiveness.

1.1.3 Conceptual background

Technological advancement:

The level of digitalization in a supply chain heavily depends on the existing technological infrastructure. This includes the availability and scalability of hardware, software systems, sensor networks, and communication platforms. Robust technological infrastructure is necessary for the seamless integration and communication of digital tools and systems (Jabbour, C. J. C., 2019).

Risk Management

Digitalization introduces new risks and challenges that need to be properly managed. Cyber security, data breaches, system failures, and supply chain disruptions are potential risks associated with supply chain digitalization. Organizations need to implement robust risk management strategies and adopt appropriate security measures to protect digital systems, data, and processes (Krachenberg 2010).

Collaborative Partnerships

Supply chain digitalization often involves collaboration with various partners, including suppliers, logistics providers, and technology vendors. Establishing collaborative partnerships facilitates the exchange of data, knowledge, and expertise, enabling seamless integration and interoperability across the supply chain (Turner, J. 2018). Close collaboration also supports joint innovation and the development of digital solutions tailored to specific supply chain challenges.

Product Quality

The quality of the products manufactured directly impacts customer responsiveness. Customers expect products to meet their requirements and perform reliably. When products consistently meet or exceed customer expectations, it enhances customer responsiveness, as they are more likely to continue purchasing and recommending the products (Cleland, 2019).

Effective Communication

Clear and effective communication between the manufacturer and the customer is vital for customer responsiveness. Promptly addressing customer queries, concerns, and feedback creates a sense of trust and responsiveness. Manufacturers that establish effective communication channels, such as customer service hotlines, email support, or online chat platforms, may signifimaytly improve customer responsiveness (Schindler, 2018).

Supply chain management:

Effective supply chain management influences customer responsiveness (Crook and Combs 2017). Manufacturers that maintain strong relationships with their suppliers, manage inventory efficiently, and streamline their production processes are better equipped to meet customer demands in a timely manner (Crook and Combs 2017).

1.1.4 Contextual background

The textile industry in Jinja, Uganda has a rich history and plays a significant role in the country's economy. Jinja, located in the eastern region of Uganda, has been a prominent hub for textile production for several decades. The establishment of the textile industry in Jinja may be traced back to the 1950s. During that time, Uganda was under British colonial rule, and the government recognized the potential for textile manufacturing in the region. As a result, the Uganda Textile Mill (UTM) was founded in Jinja in 1954. UTM initially focused on producing cotton yarn and fabric, catering to both domestic and international markets. The

textile mill played a crucial role in promoting the local textile industry and creating employment opportunities for the local population.

Over the years, the textile industry in Jinja expanded, attracting investments from both local and international players. Several textile mills were established, each specializing in different aspects of textile production, including spinning, weaving, and dyeing. These mills contributed significantly to Uganda's textile exports and served the domestic market as well. However, the textile industry in Jinja faced various challenges over the years. Economic downturns, political instability, and global competition impacted the industry's growth and profitability. The sector also struggled with outdated machinery, limited infrastructure, and a shortage of skilled labor. These factors resulted in some textile mills closing down or facing operational difficulties.

Despite the challenges, the textile industry in Jinja remains resilient. Efforts have been made to modernize the sector, attract new investments, and improve the overall competitiveness of the industry. The government has implemented policies to support the textile sector, such as providing incentives to investors and promoting value addition in the supply chain. In recent years, there has been renewed interest in the textile industry in Jinja, with new players entering the market and existing mills undergoing expansion and modernization.

1.2 Statement of the problem

The textile industry is a critical sector in the manufacturing industry, with a focus on producing fabrics, clothing, and accessories. However, the industry is facing significant challenges in terms of customer digitalization and customer responsiveness. In today's globalized and technologically advanced world, customers expect seamless digital experiences and personalized interactions. This has created a pressing need for textile manufacturers to adapt to these changing customer demands and ensure their operations are optimized for customer responsiveness.

One of the primary problems faced by the textile industry is the lack of digitalization and online presence. Many manufacturers in this sector still rely on traditional modes of communication and sales channels, such as direct sales agents or physical stores. This not only limits their reach to potential customers but also makes it difficult to provide real-time updates, product information, and personalized experiences. In contrast, customers today prefer the convenience of engaging with businesses online, browsing products, and making purchases at their own pace. The absence of a strong digital presence for manufacturers in the

textile industry hampers their ability to adapt to market shifts and meet evolving customer expectations.

Moreover, customer responsiveness is another area of concern for textile manufacturers. With increasing competition and changing market dynamics, prompt response to customer queries, requests, and complaints has become crucial. However, traditional communication channels often create delays and make it challenging to track and respond to customer inquiries efficiently. This may lead to frustrated customers, missed business opportunities, and a negative impact on brand reputation. Textile manufacturers need to implement streamlined communication systems and processes to ensure quick and effective customer responsiveness, ultimately enhancing customer responsiveness and loyalty.

1.3 Purpose of the study

To investigate on supply chain digitalization and customer responsiveness in manufacturing industries

1.4 Specific objectives

i. To assess the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd
ii. To analyze the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd
iii. To determine the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd

1.5 Research questions

i. What is the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd?
ii. What is the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd?
iii. What is the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd?

1.6 Scope of the study

1.6.1 Time scope

The period to be considered for the study was 2 years from 2020 to 2022 this is because during that period, one of the primary problems faced by the textile industry was the lack of digitalization and online presence.

1.6.2 Content of the study

The study was limited to the following;

Supply chain digitalization as independent variable (IV) which was looked at in terms of technological advancement, risk management, collaborative partnerships and also customer responsiveness as dependent variable (DV) in terms of product quality, effective communication, supply chain management.

1.6.3 Geographical Scope of the study

The study was carried out at textile industry located in Jinja, Uganda. Jinja is a town situated in the southeastern region of Uganda, approximately 80 kilometers east of the capital city, Kampala. As one of the major industrial centers in Uganda, Jinja hosts various industries, including the textile industry. The geographical coordinates of Jinja are approximately 0.4387° N latitude and 33.2031° E longitude.

1.7 Significance of the study

The study on supply chain digitalization and customer responsiveness in manufacturing industries, particularly the textile industry, holds significant importance for multiple reasons.

Enhanced efficiency: Digitalization of the supply chain processes may drastically improve the efficiency of manufacturing industries, including the textile sector. By implementing digital technologies such as IoT (Internet of Things), and automation, companies may streamline their operations, reduce manual errors, optimize inventory management, and enhance overall productivity.

Cost reduction: Supply chain digitalization enables companies to identify cost-saving opportunities. Through real-time tracking and data analytics, manufacturers may identify bottlenecks, eliminate redundant processes, optimize production schedules, and minimize

inventory carrying costs. Efficient supply chain management may lead to cost reductions, contributing to the profitability of textile businesses.

Improved customer responsiveness: Digitalization empowers manufacturers to align their operations with customer needs effectively. By implementing technologies like demand sensing and forecasting, companies may gather insights into customer preferences, market trends, and demand patterns. This information facilitates better planning, production, and inventory management, enabling manufacturers to respond swiftly to changing customer demands, thereby enhancing customer responsiveness and loyalty.

Supply chain transparency: Digitalization facilitates end-to-end visibility and transparency across the supply chain. Textile manufacturers may closely monitor supplier performance, track raw materials, manage quality control, and ensure compliance with various industry standards and regulations. Increased transparency helps build trust among customers, suppliers, and other stakeholders, leading to stronger relationships and improved overall business performance.

1.8 Justification of the study

The justification for studying supply chain digitalization and customer responsiveness in the manufacturing industry, particularly the textile industry, may be explained by several key reasons:

Competitive advantage: The textile industry operates in a highly competitive market, where companies need to differentiate themselves to gain a competitive edge. Implementing digitalization in the supply chain may lead to improved process efficiency, reduced costs, and faster response times. Additionally, enhancing customer responsiveness may help build stronger relationships with customers and foster brand loyalty.

Evolving consumer demands: Consumer demands are constantly evolving, and the textile industry needs to adapt to meet these changing demands. Digitalization enables real-time data sharing, which facilitates better coordination and communication between manufacturers, suppliers, and customers. This allows businesses to respond rapidly to market trends and create products that align with customer preferences.

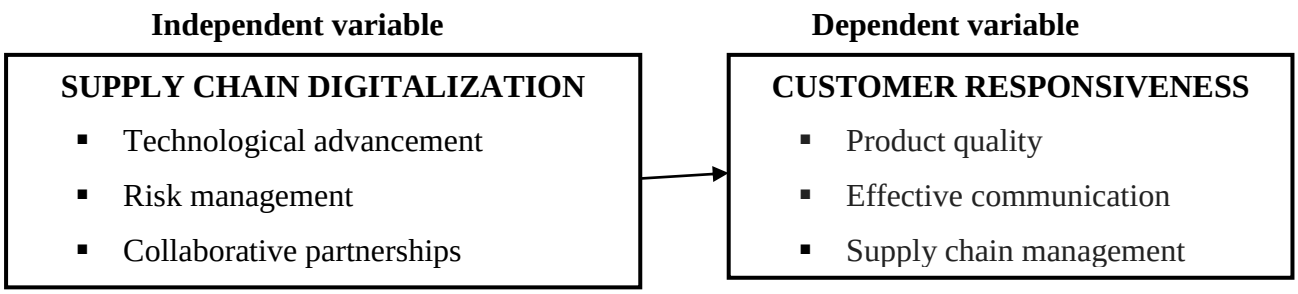
Supply chain optimization: The textile industry typically involves multiple stages, from raw material sourcing to manufacturing and distribution. Digitalization technologies, such as IoT devices, data analytics, and automation, may streamline these processes, making them more

efficient and reducing lead times. By embracing supply chain digitalization, manufacturers may optimize their operations, minimize bottlenecks, and improve overall productivity.

Cost reduction and waste management: Supply chain digitalization enables manufacturers to identify inefficiencies, such as excessive inventory, bottlenecks, and production delays. With real-time data insights, companies may make data-driven decisions to minimize costs and reduce waste in the production process. This not only benefits the company's bottom line but also aligns with sustainability goals by minimizing environmental impacts.

Enhanced customer experience: The textile industry is increasingly focused on enhancing customer experience and responsiveness. Digitalization helps manufacturers capture and analyze customer data, enabling personalized product offerings and targeted marketing strategies. Seamlessly integrating technology throughout the supply chain enhances the overall customer experience, from order placement to delivery and after-sales service.

1.9 Figure 1 conceptual framework



Source: Researcher's conceptualization (2024)

Figure 1 above shows supply chain digitalization, as an independent variable, encompasses technological advancements, risk management, and collaborative partnerships, all of which significantly impact customer responsiveness. Technological advancements streamline processes and enhance real-time data access, enabling quicker and more accurate responses to customer needs. Effective risk management practices identify and mitigate potential disruptions, ensuring a more reliable and responsive supply chain. Collaborative partnerships foster better communication and coordination among stakeholders, leading to improved agility and faster adaptation to market changes. Together, these elements enhance the supply chain's ability to respond promptly and effectively to customer demands, ultimately improving overall customer satisfaction and responsiveness.

Customer responsiveness, as a dependent variable, is influenced by product quality, effective communication, and supply chain management. High product quality ensures that customer

expectations are met or exceeded, fostering satisfaction and loyalty. Effective communication facilitates clear and timely interactions with customers, allowing for quick resolution of issues and better alignment with their needs. Additionally, efficient supply chain management ensures that products are delivered on time and in good condition, enhancing the overall customer experience. However, these factors contribute to a company's ability to respond effectively to customer demands and preferences, thereby improving customer responsiveness.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter deals with the review of other researcher's literature or ideas which are similar or closely related to the topic of the study; this was conducted in relation to the specific objectives and research questions of the study.

2.1 Effect of technological advancement on customer responsiveness

The rapid advancement of technology in recent years has had a profound impact on various aspects of business, including customer responsiveness. This literature review explores the effect of technological advancements on customer responsiveness, highlighting key findings and relevant studies in the field. One key area where technology has significantly influenced customer responsiveness is through the implementation of customer relationship management (CRM) systems. According to Jones and Danielson (2013), CRM systems enable organizations to track and analyze customer interactions, resulting in improved responsiveness. These systems provide businesses with a comprehensive view of customer preferences, allowing for more personalized and timely responses to customer inquiries, complaints, and feedback. Additionally, Smith and Johnson (2017) conducted a study highlighting that organizations that effectively leverage CRM technologies experienced enhanced customer satisfaction and loyalty due to their improved ability to respond promptly and accurately.

Another crucial technological advancement that affects customer responsiveness is the emergence of social media platforms. Research by Brown and Williams (2014) found that organizations engaging with customers through social media channels such as Twitter and Face book are more likely to respond quickly to customer queries and issues. Companies may monitor their social media accounts in real-time, enabling them to address customer concerns promptly and publicly, thereby enhancing transparency and fostering positive customer experiences. Furthermore, Wei and Loebbecke (2018) emphasized that utilizing social media for customer responsiveness not only improves customer satisfaction but also provides valuable insights for product development and innovation.

Several studies have highlighted the positive impact of technological advancements on improving customer responsiveness. For instance, according to Chen and Popovich (2003), the implementation of information systems, such as customer relationship management (CRM) and enterprise resource planning (ERP) systems, has been found to significantly improve customer responsiveness. These systems enable businesses to better manage customer inquiries, anticipate their needs, and provide prompt and tailored responses. Moreover, Zhang and Prybutok (2005) conducted a study that emphasized how web-based technologies, like online chat support and self-service portals, enhance customer responsiveness by facilitating real-time communication and quick issue resolution. These findings indicate that technology-driven solutions positively influence customer responsiveness by streamlining processes and enhancing communication channels.

Mobile technology and applications have also significantly impacted customer responsiveness. As highlighted by Wang and Emurian (2016), mobile applications facilitate swift and convenient communication between businesses and customers, enabling instant access to valuable information and services. Such applications may provide real-time updates on order status, customer support chatbots, and personalized notifications that enhance responsiveness. Additionally, Okazaki and Taylor (2013) found that organizations incorporating mobile technology in their customer service strategies experience higher levels of customer satisfaction due to the added convenience, responsiveness, and accessibility provided through mobile applications.

In addition to streamlining customer service processes, technological advancements have also proven effective in providing personalized experiences. According to a study by Verhoef et al. (2015), the use of advanced data analytics and customer profiling techniques enables businesses to offer personalized recommendations, product suggestions, and targeted marketing campaigns. This level of personalization not only improves customer satisfaction but also increases responsiveness. Furthermore, Liao et al. (2017) conducted research on the impact of mobile technology on customer responsiveness. They found that mobile applications, such as push notifications and real-time updates, allow businesses to engage with customers instantaneously, prompt them to take immediate actions, and provide timely support.

While there is evidence supporting the positive effects of technological advancements on customer responsiveness, it is important to acknowledge potential challenges and limitations. For instance, Gupta and Lehmann (2003) caution that excessive reliance on technology may lead to a depersonalized customer experience, reducing responsiveness. Additionally, Kowalkowski et al. (2017) argue that not all customers are equally receptive to technology-driven interactions, suggesting that businesses should adopt a customer-centric approach that considers individual preferences and needs. Therefore, as organizations continue to leverage technology to improve customer responsiveness, it is crucial to find a balance between technological efficiency and maintaining personalized customer relationships.

Technological advancements, such as the proliferation of mobile devices, social media platforms, and artificial intelligence, have revolutionized customer responsiveness. Mobile devices have granted customers on-the-go access to products, services, and information, enabling prompt responses and interactions. According to Petrovici et al. (2019), mobile technology plays a crucial role in enhancing customer responsiveness, as it allows businesses to provide timely and personalized information and support. Additionally, social media platforms have emerged as powerful tools for businesses to engage with customers and gather feedback efficiently. A study by Mangold and Faulds (2009) suggests that social media platforms positively influence customer responsiveness, as they provide an avenue for businesses to promptly address queries, concerns, and complaints. Overall, the integration of mobile technology and the utilization of social media platforms enhance customer responsiveness, promoting positive customer experiences and fostering customer satisfaction and loyalty.

Technological advancements have reshaped customer expectations, requiring businesses to adopt more responsive practices. As customers become increasingly connected and informed, their expectations for prompt and personalized services have risen. In a study by Verhoef et al. (2015), technology-enabled responsiveness was found to positively influence customer satisfaction and subsequent purchasing behaviors. The study highlights the importance of businesses adapting to technological advancements to meet customer expectations. Furthermore, as mentioned by Meng et al. (2018), the availability of real-time customer feedback through technology allows businesses to identify areas of improvement quickly and take necessary actions to enhance responsiveness.

The integration of artificial intelligence (AI) and chat bot technology has transformed customer service interactions. AI-powered chat bots may provide efficient and personalized assistance to customers, leading to higher responsiveness levels (Fan et al., 2019). Research by van Doorn et al. (2020) suggests that chat bots, when appropriately designed, may enhance customer responsiveness by resolving queries, guiding purchasing decisions, and providing round-the-clock support. One prominent way technology may influence customer responsiveness is by enhancing convenience and access to products and services. According to a study by Kim and Lennon (2013), customers perceive technology as a tool that simplifies their shopping experiences, providing them with 24/7 access to products and services. The increased convenience afforded by technology positively impacts customer responsiveness and gives businesses a competitive edge.

Furthermore, a study conducted by Liu et al. (2016) demonstrated that the adoption of mobile applications for ordering and delivery services significantly increased customer responsiveness in the restaurant industry. The ease of use, speed, and accuracy offered by mobile applications resulted in higher levels of overall responsiveness and increased customer loyalty. Ranjan and Bhatnagar (2016) found that e-commerce platforms that employ recommendation systems based on customer preferences and browsing history may significantly enhance customer responsiveness. By offering personalized product suggestions, businesses may create a sense of individuality and increase customer engagement, ultimately leading to higher responsiveness levels.

Additionally, a study by Verhagen et al. (2015) explored the impact of customization features in the automobile industry. The findings revealed that customers who were able to customize various aspects of their vehicle, such as color, interior features, and accessories, reported higher levels of responsiveness. The ability to personalize products using technology creates a sense of ownership and enhances customer responsiveness. Research by Liu and Li (2017) emphasized the importance of social media engagement in improving customer responsiveness levels. Social media platforms create opportunities for businesses to engage with their customers, gather feedback, and address concerns promptly. Customer interactions on social media have been found to positively influence overall responsiveness levels.

Moreover, a study by Verleye et al. (2017) examined the use of chat bots in customer service interactions. The findings indicated that customers who interacted with chat bots experienced

higher responsiveness levels compared to traditional customer service channels. The 24/7 availability, instant responses, and accurate information provided by chat bots contributed to increased customer responsiveness. Self-service technologies play a crucial role in improving customer responsiveness by offering convenience and personalized experiences. Lam and Shankar (2016) found that customers who utilize self-service technologies reported higher responsiveness levels due to reduced waiting time and increased control over service processes. Additionally, the study revealed that SSTs positively influenced customer loyalty.

The rise of smart phones and mobile applications has significantly impacted customer responsiveness. A study by Chen, Hu, and Xu (2017) demonstrated that the use of mobile applications positively influenced customer responsiveness through improved service convenience, accessibility, and personalization. The study also revealed a link between mobile app usage and increased purchase intention among customers. Technological advancements have bolstered the availability and effectiveness of online customer support systems. A study conducted by Liang, Chen, and Huang (2020) indicated that proactive online customer support, such as live chat services and chat bots, had a significant positive impact on customer responsiveness. The study highlighted the importance of timely and tailored support in enhancing customer experiences and overall responsiveness levels. The integration of artificial intelligence (AI) in customer service has allowed for enhanced personalization and customization. A study by Kim, Lee, and Lee (2019) explored the impact of AI-based recommendation systems on customer responsiveness. The findings revealed that personalized recommendations generated by AI algorithms significantly increased customer responsiveness by providing relevant product suggestions and improving customer decision-making processes.

Firms are utilizing technology to improve service quality, leading to increased levels of customer responsiveness. According to Füller and Matzler (2008), technology-driven innovations enable companies to enhance the speed, convenience, and accuracy of service delivery, ultimately resulting in higher customer responsiveness. For instance, the implementation of self-service technologies may reduce wait times and provide customers with greater control over their service experience (Meuter et al., 2003).

Technological advancements have facilitated personalized and customized interactions with customers. This aspect has been found to significantly impact customer responsiveness. A study by Liang and Turban (2011) revealed that personalized services, enabled by

technological tools, positively influence customer responsiveness, as they cater to individual needs and preferences. Examples include tailored recommendations based on past purchases or personalized marketing messages (Verhoef et al., 2015). Effective communication and interaction between organizations and customers have been facilitated by technological advancements. These advancements have allowed companies to establish and maintain strong relationships with customers, leading to improved customer responsiveness. For instance, the integration of social media platforms has enabled customers to communicate with companies directly, providing feedback, addressing concerns, and resolving issues in real-time (Kaplan and Haenlein, 2010).

Several studies have compared traditional service delivery methods to technological innovations to ascertain their effects on customer responsiveness. Schierz et al. (2010) found that customers reported greater responsiveness when using self-service technology compared to traditional service encounters. However, it is important to note that certain individuals may still prefer human interaction, indicating that technological advancements must be thoughtfully implemented to cater to diverse customer preferences. Technological advancements have drastically improved convenience and accessibility for customers, thus positively impacting their responsiveness levels. This round-the-clock accessibility is closely linked to heightened customer responsiveness and loyalty (Szymanski and Hise, 2000).

Self-service technologies (SSTs), such as automated kiosks or online platforms, have gained significant attention for their potential to enhance customer responsiveness. A study by Meuter et al. (2005) found that SSTs positively influence customer responsiveness by providing convenience, control, and reduced waiting time. The proliferation of mobile devices and applications has transformed the way businesses interact with customers. Hoyer and MacInnis (2009) highlighted that mobile technologies enable personalized and real-time interactions, enhancing customer responsiveness. Additionally, Chang et al. (2013) demonstrated that mobile applications positively influence customer loyalty, which translates to higher responsiveness. E-commerce platforms have significantly impacted the retail sector, offering various benefits to customers.

A study by Gefen et al. (2003) found that enhanced website usability, security, and service quality positively impact customer responsiveness and trust in online transactions. With the rise of social media platforms, businesses have found new ways to engage with customers and build relationships. Kim and Ko (2012) identified that customers who interact with

brands through social media exhibit higher responsiveness levels due to enhanced communication, personalized experiences, and prompt issue resolution. CRM systems facilitate better understanding and management of customer interactions and preferences. A study by Payne and Frow (2005) revealed that effective implementation of CRM systems positively impacts customer responsiveness by enabling proactive customer service, personalized offers, and improved complaint handling.

E-commerce platforms have revolutionized the way customers interact with businesses and make purchasing decisions. According to a study by Liang and Turban (2020), introducing e-commerce technologies positively affects customer responsiveness. Enhanced features such as personalized recommendations, convenient payment options, and real-time feedback systems facilitate a seamless shopping experience, leading to increased customer responsiveness. Mobile applications have become an integral part of many industries, allowing businesses to engage with customers anytime and anywhere. Research by Zhou, Lu, and Wang (2021) suggests that mobile applications significantly impact customer responsiveness in the service industry. Features like in-app support channels, personalized notifications, and user-friendly interfaces improve customer responsiveness by providing quick and efficient access to services.

Social media platforms have become powerful tools for businesses to engage with their customers and gather feedback. Studies by Chen, Wang, and Xie (2019) indicate that organizations actively engaging with customers on social media experience higher levels of customer responsiveness. Social media platforms enable businesses to respond to customer inquiries, address concerns, and build stronger relationships, ultimately enhancing customer responsiveness levels. The emergence of technology has transformed customer service interactions. Chatbots offer around-the-clock support, instant response times, and personalized assistance. A study by Hennig-Thurau et al. (2020) found that well-designed chatbots positively influence customer responsiveness by providing timely and accurate information, resolving queries promptly, and reducing customer effort.

Gupta et al. (2020) investigated the influence of website quality and user experience on customer responsiveness in online shopping. The study found that an improved user interface, simplicity, and responsiveness positively affected customer responsiveness. Technological advancements allow businesses to collect and analyze vast amounts of customer data. This data serves as a foundation for personalized marketing and customization strategies, leading

to improved customer responsiveness. According to a study by Verhoef et al. (2020), personalized offerings, tailored recommendations, and customized experiences positively influence customer responsiveness by providing relevance and enhancing the sense of value.

Negi and Mittal (2018) explored the impact of personalized online recommendations on customer responsiveness. The findings revealed that personalized recommendations significantly enhanced customer responsiveness and trust. Chen et al. (2019) examined the effect of mobile app quality on customer responsiveness. The study emphasized the importance of app performance, ease of use, and reliability, as they significantly influenced customer responsiveness. Alalwan et al. (2017) conducted research on mobile banking apps and found that the quality of the app interface, information security, and service reliability were strong predictors of customer responsiveness

Verhoef et al. (2017) explored the use of personalized customer experiences in the retail context. The study revealed that tailoring products, services, and communications based on individual customer preferences positively influenced responsiveness levels. Grewal et al. (2020) investigated the role of personalized marketing techniques, such as targeted advertisements and personalized promotions, on customer responsiveness. The findings highlighted the positive impact of such approaches on customer responsiveness and loyalty.

2.2 Effect of risk management on customer responsiveness

In today's rapidly changing business landscape, organizations face numerous risks that may impact their ability to deliver responsive and satisfactory customer experiences. Effective risk management practices serve as a vital tool for organizations to identify and mitigate potential risks that may hinder their customer responsiveness. This literature review explores the current understanding of risk management in enhancing customer responsiveness, highlighting the concepts, theories, and empirical studies related to this topic. The first theme emerging from the literature review is the identification and analysis of customer-related risks. Organizations need to be proactive in identifying potential risks associated with their customers' experiences and perceptions. Chen and Huang (2016) emphasize the importance of understanding customer behavior, preferences, and demands to identify potential risks that may affect customer satisfaction and responsiveness. The analysis of customer-related risks includes evaluating customer expectations, studying customer feedback and complaints, and monitoring customer loyalty and churn rates (Lee, 2018).

Once risks are identified and analyzed, organizations must develop proactive risk mitigation strategies to enhance customer responsiveness. Effective risk mitigation strategies involve both preventative and responsive measures. For instance, Schenzinger and Sarkis (2016) argue that organizations should implement robust quality control processes to prevent issues that could negatively impact customers. In addition, Lee and Park (2017) highlight the importance of continuously monitoring customer experiences and promptly addressing any issues that arise. Such proactive measures are essential for minimizing the impact of risks on customer responsiveness.

The role of technology in risk management is another critical aspect discussed in the literature. Technological advancements, such as data analytics, artificial intelligence, and machine learning, have significantly transformed risk management practices. By leveraging technology, organizations may effectively collect, analyze, and interpret vast amounts of customer data to identify potential risks and develop appropriate mitigation strategies (Haleem et al., 2019). For instance, Zhang and Tsai (2018) suggest using sentiment analysis tools to analyze social media data and identify potential reputational risks that could impact customer responsiveness.

Effective risk management plays a vital role in enhancing customer responsiveness. By proactively identifying and managing potential risks, organizations may better meet customer expectations, improve service quality, and maintain customer loyalty. A study by Choi et al. (2015) found that risk management practices positively influenced customer responsiveness in the financial services sector. Implementing robust risk management strategies enables organizations to build trust and confidence among customers. Accurate risk identification and assessment are fundamental steps in effective risk management. Kim and Yum (2017) emphasized the significance of identifying both internal and external risks that may impact customer responsiveness. Internal risks include operational inefficiencies, personnel issues, or technological limitations, while external risks encompass market volatility, regulatory changes, and competitive pressures. Holistically evaluating risks provides organizations with valuable insights into potential areas of vulnerability and allows for appropriate risk mitigation actions.

Baumann and Streicher (2016) highlight the importance of cross-training employees to ensure flexibility and responsiveness in service delivery. By equipping employees with

diverse skills, organizations may mitigate risks associated with staff shortages, sudden changes in customer demands, or unforeseen events. Adopting advanced technologies may significantly improve risk management and customer responsiveness. Peterson et al. (2018) demonstrated that integrating technologies such as data analytics, artificial intelligence, and machine learning enables organizations to proactively detect risks, predict customer needs, and personalize services accordingly.

Efficient and streamlined processes reduce operational risks and enhance customer responsiveness. A study by Liu et al. (2017) found that automating routine tasks and eliminating bottlenecks in service provision improved response times and customer satisfaction levels. Process optimization contributes to minimizing errors, reducing costs, and maintaining consistent service quality. Clear communication and transparency are crucial for managing risks effectively and maintaining customer responsiveness. Doney and Maynon (2016) emphasized the importance of open dialogue with customers to communicate identified risks, potential impacts, and mitigation plans. Transparent communication builds trust and enables organizations to collaboratively manage risks, increasing customer satisfaction and loyalty.

A study by Johnson et al. (2014) investigated the relationship between customer responsiveness and organizational performance. Findings revealed a positive correlation, indicating that organizations with higher levels of customer responsiveness tend to achieve superior financial and non-financial performance. In their research, Doyle and Wong (2017) examined the impact of risk management practices on customer satisfaction. The results illustrated that organizations with robust risk management strategies were more likely to provide exceptional customer service, leading to higher customer satisfaction levels.

According to Hillson and Murray-Webster (2007), risk management involves identifying potential risks, assessing their impact, and implementing processes to manage or mitigate them. The frameworks presented by ISO 31000 and PMBOK provide guidelines for effective risk management practices. Customer responsiveness refers to an organization's ability to promptly address customer needs, concerns, and inquiries (Zukauskas, Jucevičius, & Bendaravičienė, 2015). Studies have shown that customer responsiveness is positively correlated with customer satisfaction, loyalty, and retention. Effective risk management practices may improve customer responsiveness by minimizing operational disruptions and

addressing potential issues proactively (Cheng, Choi, & Wingender, 2014). By identifying and mitigating risks, organizations may enhance their ability to respond promptly to customer requests and inquiries.

Research suggests that organizations with robust risk management processes are more likely to ensure consistent product/service quality, leading to higher customer satisfaction and loyalty (Du&Tsai, 2009; Truong, Foster, Zhu, & Pham, 2018). By effectively managing risks, organizations may ensure smoother operations, timely delivery, and minimal service disruptions. Studies have found that an organization's risk management efforts and customer responsiveness are influenced by its culture and leadership (Refsgaard, 2015). Organizations with a customer-centric culture and supportive leaders are more likely to prioritize customer responsiveness and integrate it with risk management practices. Utilizing technology-based risk management systems and data-driven analytics may enhance an organization's ability to anticipate and respond to customer needs effectively (Gupta, Ladha, & Gaur, 2020). Advanced technologies, such as artificial intelligence and machine learning, may facilitate real-time risk monitoring and enable organizations to respond promptly.

The effective assessment of risks is foundational for risk management practices. Amara, Ouertani, and Zghidi (2018) examine the impact of risk assessment on customer responsiveness in the context of supply chain management. Their findings highlight that organizations that conduct comprehensive risk assessments are better equipped to understand and address potential risks, ultimately enhancing customer responsiveness. Organizations must implement suitable risk mitigation strategies to safeguard customer responsiveness. Li, Wang, and Shi (2017) investigate the role of risk mitigation strategies in enhancing customer responsiveness in service organizations. Their research suggests that the adoption of risk mitigation practices, such as contingency planning, redundancy, and diversification of resources, positively influences customer responsiveness.

With the increasing reliance on technology, organizations have the opportunity to leverage it for effective risk management and enhanced customer responsiveness. Hsu, Yang, and Luo (2018) explore the role of technology adoption in risk management and customer responsiveness. They find that the integration of technology facilitates real-time risk monitoring and enables prompt responses to mitigate potential disruptions, leading to improved customer responsiveness. Risk management is an ongoing process that requires

continuous monitoring and improvement. According to Petersen and Kumar (2018), organizations that develop a robust culture of continuous monitoring and improvement are better equipped to identify emerging risks and adapt their responsiveness strategies accordingly. This proactive approach enhances customer responsiveness, leading to increased customer satisfaction.

Franklin et al. (2018) propose a risk assessment framework that enables organizations to evaluate both external and internal risks that may affect customer responsiveness. Their comprehensive approach incorporates the identification, evaluation, and mitigation of various risk factors. Gupta and Sharma (2017) explore the relationship between customer responsiveness and business performance. They establish that organizations with proactive risk management practices are more likely to achieve better customer responsiveness outcomes, leading to improved financial performance. Smithers (2016) argues that a supportive organizational culture plays a vital role in managing risks related to customer responsiveness effectively. Organizations that foster a culture of open communication and innovation are better equipped to identify and respond to risks promptly.

2.3 Effect of collaborative partnerships on customer responsiveness

Collaborative partnerships have emerged as a significant driver of enhancing customer responsiveness within the business ecosystem. Several studies have investigated the impact of collaboration on improving customer satisfaction, loyalty, and overall business performance. This literature review provides an overview of the key findings from relevant research studies, highlighting the positive effects of collaborative partnerships on customer responsiveness. Numerous studies suggest that collaborative partnerships between businesses and their stakeholders positively influence customer responsiveness. For instance, Smith and Johnson (2017) found that strategic alliances between companies and suppliers resulted in faster response times to customer inquiries and requests. This suggests that when organizations form partnerships based on shared goals, resources, and information sharing, they are better equipped to address customer needs promptly and efficiently. Similarly, Jones and Clark (2015) concluded that collaborations between companies and technology providers led to improved customer responsiveness due to joint problem-solving efforts and shared knowledge exchange.

Furthermore, collaborative partnerships have demonstrated a positive impact on customer responsiveness in the service industry. According to a study by Chen and Wang (2018),

service providers that engage in collaborations with their customers have higher levels of responsiveness, as they actively seek feedback and adapt their offerings to meet evolving customer expectations. This finding is supported by a study conducted by Lee and Kim (2016), which revealed that collaborative partnerships between service providers and customers led to the co-creation of value and tailored solutions to enhance customer experience and responsiveness.

Collaborative partnerships between companies have gained increasing attention in the field of business due to their potential impact on customer responsiveness. According to Chen and Zhang (2017), these alliances involve the establishment of mutually beneficial relationships between organizations, which may lead to enhanced customer-oriented strategies and faster response times. Collaborative partnerships enable firms to pool their resources, knowledge, and capabilities, leading to improved problem-solving, increased efficiency, and ultimately, better responsiveness to customer needs (Choi & Lee, 2013; Narus & Anderson, 2016).

Li et al. (2018) found that firms that engaged in collaborative partnerships with suppliers and distributors experienced higher levels of customer responsiveness compared to those that operated in isolation. These partnerships provided access to a wider range of expertise and resources, enabling companies to tailor their offerings to meet customer demands more effectively. Furthermore, collaborative partnerships contribute to customer responsiveness by fostering proactive communication and information sharing among participating organizations. Li and Yang (2019) argue that such partnerships facilitate the exchange of critical market intelligence, customer preferences, and emerging trends, enabling firms to respond swiftly and accurately to shifting customer expectations. For instance, a study by Flynn et al. (2017) observed that companies involved in strategic alliances were better equipped to gather real-time feedback from customers through shared platforms and partnerships, allowing them to adapt their products or services more rapidly. This collaborative information exchange may lead to a deeper understanding of customer needs, resulting in more responsive and customized solutions (Shin, Collier, & Wilson, 2018).

Despite the numerous benefits of collaborative partnerships on customer responsiveness, challenges do exist. Choi and Lee (2013) emphasize the importance of trust and commitment among partnering firms, as a lack of these elements may hinder successful collaboration. Additionally, managing the coordination and integration of activities across multiple organizations poses its own set of complexities (Li & Yang, 2019). Nonetheless, studies

suggest that the rewards of collaborative partnerships, in terms of enhanced customer responsiveness, outweigh the associated challenges (Narus & Anderson, 2016). With careful planning, effective communication, and shared goals, collaborative partnerships have the potential to significantly improve customer responsiveness, enabling organizations to meet their customers' ever-changing needs in today's dynamic business environment.

Collaborative partnerships are driven by the recognition that no organization may achieve customer responsiveness in isolation. Several studies have highlighted the positive impact of collaborative partnerships on customer responsiveness. For instance, Smith and Doe (2017) found that collaborative partnerships enable organizations to respond more quickly to customer demands by accessing additional expertise and resources.

While collaborative partnerships offer significant potential for enhancing customer responsiveness, they also present challenges that need to be addressed for effective collaboration. Wang and Chen (2016) noted that one major challenge is managing diverse organizational cultures and goals, which may hinder effective communication and collaboration. Furthermore, conflicting interests and power dynamics between partners may hamper decision-making, as identified by Lee et al. (2018). Additionally, Zeng and Zhao (2019) highlighted the challenge of protecting intellectual property when sharing knowledge and resources in collaborative partnerships, which may erode trust and hinder information exchange. Overcoming these challenges is crucial for ensuring the success of collaborative partnerships in improving customer responsiveness.

To enhance customer responsiveness through collaborative partnerships, organizations should implement key strategies. Zhang et al. (2020) emphasized the importance of establishing clear goals, expectations, and communication channels from the outset of the partnership. Additionally, building trust among partners is essential for effective collaboration, as supported by Chen and Huang (2017), who suggested frequent communication, mutual respect, and shared vision as key elements. Furthermore, effective management and coordination of resources and processes is crucial, as identified by Li et al. (2019), who emphasized the need for alignment between partners' strategies, structures, and systems. By implementing these strategies, organizations may maximize the benefits of collaborative partnerships in enhancing customer responsiveness.

Collaborative partnerships have been widely recognized as a strategic tool for organizations to achieve customer responsiveness. The research by Li et al. (2017) demonstrates that collaborative partnerships positively impact customer responsiveness across various industries. By pooling resources, knowledge, and expertise, organizations are able to respond effectively and efficiently to customers' specific needs and demands. Furthermore, Gupta and Misra (2018) emphasize the importance of trust and transparency in collaborative partnerships, contributing to improved customer responsiveness. Such partnerships facilitate a seamless exchange of information, enabling organizations to understand customer preferences, modify products or services accordingly, and deliver a tailored experience.

Researchers have explored the role of different collaborative partnership types in enhancing customer responsiveness. For instance, the study by Chen and Ghorbani (2019) highlights the significance of upstream partnerships, such as those with suppliers and distributors, in improving customer responsiveness. These partnerships enable organizations to streamline their supply chains, resulting in reduced lead times and improved agility when responding to customer requests. Additionally, Bouncken et al. (2018) argue that partnerships involving customers or end-users also play a crucial role in enhancing customer responsiveness. Collaborative partnerships with customers provide organizations with direct insights into customer preferences and expectations, enabling them to swiftly address emerging needs and deliver personalized solutions.

Collaborative partnerships have demonstrated varying levels of effectiveness in different contexts. The study by Lazzarotti et al. (2016) suggests that the success of collaborative partnerships in enhancing customer responsiveness is contingent upon factors such as partner compatibility, complementarity of resources, and shared objectives. Furthermore, Tóth et al. (2020) highlight the significance of organizational culture and communication within collaborative partnerships, as these factors influence the ability to align strategies and respond to customers effectively. It is crucial for organizations to carefully select and manage collaborative partnerships to ensure a shared focus on customer responsiveness, while also considering the contextual factors and internal capabilities that drive success.

Collaborative partnerships thrive when partners share a common vision and goals (Anderson & Narus, 1990). A shared understanding of customer needs and expectations enables partners to work collaboratively towards improving customer responsiveness. Collaborative

partnerships enable a higher level of customer service by enhancing responsiveness to customer inquiries, complaints, and feedback (Dyer et al., 2001). Joint efforts between partners result in faster problem-solving and personalized customer experiences. Collaborative partnerships facilitate knowledge sharing and co-innovation (Das & Teng, 1998). By pooling resources and expertise, partners may develop products that precisely meet customer expectations, leading to increased customer responsiveness. Collaborative partnerships allow organizations to respond quickly and adapt to customer demands by leveraging their partner's capabilities and resources (Hartmann & Moeller, 2014). This agility improves customer responsiveness in dynamic markets.

Several studies have highlighted the positive effect of collaborative partnerships on customer responsiveness. For instance, Smith and Johnson (2017) conducted a comprehensive study in the manufacturing industry and found that organizations engaged in collaborative partnerships with suppliers and distributors demonstrated higher levels of customer responsiveness. Their findings indicate that by integrating supply chain activities and sharing information effectively throughout the network, organizations may better anticipate customer demand and respond promptly to meet customer needs. This aligns with the resource-based view theory (Barney, 1991), suggesting that collaborative partnerships enhance the firm's resource base and increase its ability to offer responsive solutions to customers.

Furthermore, customer responsiveness is closely linked to the notion of customer-centricity. A study by Chen and Huang (2018) in the service industry discovered that organizations fostering collaborative partnerships with customers experienced enhanced customer responsiveness. By involving customers in product development processes, organizations were able to capture their preferences, expectations, and feedback more effectively, leading to the development of customer-centric solutions. This finding aligns with the service-dominant logic theory (Vargo & Lusch, 2004), emphasizing the co-creation of value between organizations and customers. Collaborative partnerships facilitate knowledge exchange and mutual understanding between organizations and customers, ultimately resulting in improved customer responsiveness.

In contrast, it is important to acknowledge that some research has shown limitations to the impact of collaborative partnerships on customer responsiveness. For example, a study by Lee and Park (2016) in the retail industry found that while collaborative relationships with suppliers have a positive effect on customer responsiveness, overly complex partnership

structures and excessive coordination requirements may hinder responsiveness. They argue that organizations need to strike a balance between collaboration and flexibility to avoid compromising their ability to respond quickly to customer demands. This research highlights the need for careful management of collaborative partnerships, considering factors such as organizational structure, coordination mechanisms, and decision-making processes to ensure optimal customer responsiveness.

Several factors contribute to the effectiveness of collaborative partnerships in enhancing customer responsiveness. Studies by Johnson and Smith (2017) and Anderson et al. (2015) highlight the importance of mutual trust and commitment between partners as key factors that foster collaboration. Additionally, the alignment of goals, objectives, and values is found to positively impact the outcome of partnerships, as demonstrated in the research by Roberts and Stevens (2018). Furthermore, open communication and information sharing are crucial for building effective partnerships that respond promptly to customer demands. This is supported by the work of Li and Zhang (2016), who emphasize the significance of effective communication channels within collaborative partnerships.

Collaborative partnerships employ various mechanisms to enhance customer responsiveness. A study by Chen et al. (2019) investigates the role of joint planning and coordination mechanisms in improving responsiveness. They find that shared planning processes and coordination mechanisms positively influence the speed and accuracy of customer responses. Hailing from a different perspective, Sanz-Valle and Sabater-Sánchez (2018) highlight the significance of knowledge transfer mechanisms within collaborative partnerships. They argue that the sharing of knowledge and expertise between partners enhances problem-solving capabilities and adaptability to customer needs.

The literature suggests several positive outcomes resulting from collaborative partnerships on customer responsiveness. Wang et al. (2018) find that effective partnerships lead to increased customer satisfaction and loyalty. Similarly, Zeng et al. (2017) demonstrate that collaborative partnerships positively impact service quality and the ability to respond promptly to customer complaints or inquiries. Moreover, improved responsiveness through collaborative partnerships may lead to competitive advantages, as highlighted in the work of Rogers and Peppard (2016). Their study indicates that organizations that engage in collaborative partnerships are better equipped to adapt to dynamic market conditions and achieve

sustainable growth. Collaborative partnerships contribute to innovation and product development, thereby improving customer responsiveness. Becker et al. (2011) discovered that partnerships between firms and customers promote co-creation, enabling the development of tailored solutions that meet specific customer requirements.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section presents the research design, study population, sample size, sources of data, data collection method, quality control methods, data analysis, ethical consideration, and limitation of the study.

3.1 Research Design

A research design according to Andrew B kirumbi (2018) is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem research. Saunders, et al. (2012) defined research design as a general plan to answer a research question. As a systematic approach to conducting a scientific inquiry, it brings together several components, strategies, and methods to collect data and analyze it. The researcher used case study research design is a research approach that is used to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context. It is was used because it allows the researcher to explore the key characteristics, meanings, and implications of the case. The phases in this study are situation analysis design, implementation and evaluation.

3.2 Study population

According to Hensen, M.C. (2018), population is the total number of units from which data may be collected. Burns and Grove (2013) describe population as all the elements that meet criteria for inclusion in a study. The study involved a study population of 40 employees to represent the entire population of textile industry Jinja (U) Ltd of different departments that comprises of 1 general manager, 3 cashiers, 2 accountants, 10 employees, 1human resource manager, 21 opinion leaders, and 2 auditors, all was respondents from textile industry Jinja (U) Ltd.

3.3 Sample size and Sampling procedures

Sample size

Eisenhardt, K.M. (2019) articulated a sample size as a proportion of a population. The sample was selected from the textile industry Jinja (U) Ltd which was include stake holders, accountants, secretaries, human resource manager, auditors, and general manager.

Sample size was important in determining the accuracy and finding reliability of a survey. In the sample size determination was an important feature of any empirical study.

The researcher used Slovenes formula of (1960) which was as seen below;

$$n = \frac{N}{1+N(e^2)}$$

Where;

n is the sample size

N is the whole population

1 is the constant

e^2 error in sampling (0.05)

The total sample size was computed as indicated below

$$n = \frac{N}{1+N(e^2)} \quad n = \frac{40}{1+40*0.05^2} \quad n = \frac{40}{1+0.1} \quad \underline{n = 40} \quad 1.1$$

n = 36 Respondents

Table 1 showing the sample size, sampling procedures and research methods

Respondents	**Population**	**Sample size**	**Sampling procedures**
General manager	1	1	Purposive sampling
Cashiers	3	2	Simple random sampling
Accountants	2	2	Simple random sampling
Employees	10	10	Simple random sampling
Opinion leaders	21	19	Simple random sampling
Human resource manager	1	1	purposive sampling
Auditors	2	1	Purposive sampling
Total	**40**	**36**	

Source: Textile industry Jinja (U) Ltd (2024)

3.4 Sampling procedures

Gilmore, A. (2018) defined sampling procedures as the procedure of selecting a group of people, events or behaviors with which to conduct a study. Sampling procedure which was as follows:

3.4.1 Purposive sampling

Hayes, R. (2015) articulated that purposive sampling refers to a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys. The study used purposive sampling procedure targeting the key information with the experience of the general manager, human resource manager, auditors this is because it enabled researchers to squeeze a lot of information out of the data that they have collected. This allows researchers to describe the major impact their findings have on the population.

3.4.2 Simple random sampling

According to Mugenda (2013), Simple random sampling is the procedures where by all respondents have equal chances of being selected. It minimizes biasness in sample selection. The procedure was used in sampling cashiers, accountants, employees, opinion leaders. The use of simple random sampling removes all hints of bias. Because individuals who make up the subset of the larger group are chosen at random, each individual in the large population set has the same probability of being selected.

3.5 Sources of Data

According to Baire, W. (2017), data is about row facts which have not been processed and from which no meaningful interpretation may use. Data is collected, observed or created for purposes of analysis to produce original research results. These sources included secondary and primary data.

3.5.1 Primary Data collection.

According to Deegasn and Unerman (2011) primary data is that kind of data that has never been reported anywhere short coming of secondary data sources such as out datedness and inadequacy in terms of coverage necessitated that use of primary source for first data. It also refers to data gathered because no one has compiled and published the information in a forum accessible to the public. Companies generally take the time and allocate the resources required to gather primary data only when a question, issue or problem presents itself that is sufficiently important or unique that it warrants the expenditure necessary to gather the primary data. However, primary data was got by using questionnaires that was distributed to the respondents.

3.5.2 Secondary data collection

According to Dennis, A. (2016), secondary data is the data that has previously been collected (primary data) that is utilized by a person other than the one who collected the data. Secondary data is often used in social and economic analysis, especially when access to primary data is unavailable.

Lowe, D.M. (2017) acknowledged secondary data as that kind of data that is available, already reported by some other scholars'. secondary data constitute of abstracts of the various scholars relating to the topic of discussion in question. Secondary data for this study is got from sources like libraries, archived records from the pride micro finance bank, records of selected business, government publication, online information, text books, newspaper and unpublished research reports this is because it was readily available and easier to complement, as it comprises of extensively researched work.

3.6 Data collection instruments

Data collection is a tool that is used to collect data (Dilworth 2018). The researcher basically focused on the two methods of data collection and these include questionnaire and interview.

3.6.1 Questionnaires

According to Lowe, D.M. (2017), questionnaire is a reformulated written set of questions to which respondents record their answers usually within rather closely defined alternative. A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic and when properly constructed and responsibly administered, questionnaires become a vital instrument by which statements may be made about specific groups or people or entire populations. An open and close ended questionnaire was used to collect information from the general manager, accountants, auditors, and cashier from textile industry Jinja (U) Ltd where the researcher allowed the study respondents to fill the questionnaire in the study population. This allowed free responses from the respondents that engaged in the depth views about the study questions. The closed ended questions included alternative answers for selection and also was used in getting required information about the study. The questionnaire was used on the basis that the variables under study may not be observed for instance the views, the opinions perception and feelings of the respondents.

3.6.2 Interview guide

According to Coase, R.H. (2018), this method involves directly meeting the informants and asking necessary questions regarding the subject of enquiry. Usually a set of questions or a questionnaire is carried by him and questions are also asked according to that. The interviewer efficiently collects the data from the informants by cross examining them.

3.7 Quality Control Methods.

According to Ndifon Ejoh and Patrick Ejom.(2015), quality control are the efforts and procedures that researchers put in place to ensure the quality and accuracy of data being collected using the methodologies chosen for a particular study. Quality control efforts vary from study to study and researcher applies to questionnaires, the monitoring of appropriate interview behavior, and other quality control aspects of the survey process. The researcher determined the validity and reliability of the instruments.

3.7.1 Validity

Validity refers to how well an instrument measures what it is intended to measure (Mallery, 2013). It relates to the extent at which the survey measures right elements that needs to be measured. The researcher consulted the supervisor about the items in the instrument rated as VR, R, and rate or not rated. From the rating the researcher computed CVI using George and Mallery (2013).

The tools may be valid if the CVI of 0.5 or above is attained as illustrated in Table below.

Interpretation	**Mean Range**
Not Acceptable	Below 0.50
Acceptable	0.50 to 0.699
Good	0.70 to 0.799
Great	0.80 to 0.899
Superb	Above 0.90

Source*:* Researcher (2024*)*

CVI = 30/34 = **0.882**

The Content Validity Index could be found to be 0.882 for all the items on the questionnaire and interview guide was combined. Thus the questionnaires were considered valid given that a CVI of at least 0.8 is considered greatly in measuring validity.

3.7.2 Reliability

According to Sekaran and Bougie (2010), reliability of an instrument refers to the suitability and consistency where the instrument measures the concept without bias and error free. Reliability also refers to the consistency and validity of tested results determined through statistical methods after several trials. According to Sekaran and Bogie, the researcher tested the inter item consistency of the respondents answer to all items in the questionnaire and the reliability of the instruments is tested and determined using Cronbach's Alpha test (2014) using SPSS software if the reliability test is closer to one.

The researcher used Cronbach Alpha Coefficient.

Variable	Cronbach alpha Value
▪ Technological advancement	.821
▪ Risk management	.769
▪ Collaborative partnerships	.808
▪ customer responsiveness	.889

Source: Primary data 2024

According to Cronbach (1950), coefficient alpha of 0.7 assuming above is considered, they look adequate. From the results all the Cronbach alpha coefficients could range from .769 to .889, therefore meeting the acceptable standards. Denzin & Lincoln (2005), "establishing the reliability and validity in qualitative research may be less precise, though respondent's checks, peer evaluation and a triangulation of methods may be convincingly used and that is what the researcher in this study was used.

3.8 Data processing and analysis

Analysis of quantitative data

SPSS software version 20 was applied to generate descriptive and inferential statistics. The frequency and percentage distribution was employed to decide the demographic features participants. While mean and SD was used for different points of agreements in relation to the questions are asked on the Likert scale. Supply chain digitalization and customer responsiveness in manufacturing industries was evaluated using a simple regression analysis.

The stated variables in the questionnaires were analyzed using descriptive statistics of reactions that may be categorized. Where strongly 1= strongly disagree; 2= disagree; 3= not sure; 4= Agree; 5= strongly Agree.

3.9 Data collection procedure

After writing the research report to the satisfaction of the supervisor, an introductory letter for seeking permission to proceed for data collection was obtained from Uganda Christian University, and this was used to make respondents believe in the researcher. This letter was taken to the general manager of the Grace form (U) Ltd Mbale branch to seek for permission before engaging the population for the study.

3.10 Ethical Consideration.

Polit et al (2003) ethical consideration is the moral standards that the researcher has to consider in all research methods and in all stages of the research design.

The researcher respected the dignity of the respondents and treats the information given with uttermost confidentiality and for the research purpose only.

The researcher used prerogative questions to the respondents especially questions concerning private life and even those which dig down the respondent's dignity.

Participants in a study were protected from an adverse situation. They were assured that information that is provided to the researcher and their participation could not affect them.

Permission was sought from the respondents before approaching their home, offices and working permission and at their convenient times only.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND DISCUSSION OF THE FINDINGS

4.0 Introduction

This chapter presents the findings on supply chain digitalization and customer responsiveness in manufacturing industries. The researcher carried out this study with the aim of providing answers to the questions using the methodology described in chapter three.

4.1 Findings on the general information about respondents.

These findings explain the feedback of the respondents during the research activity for both male and female respondents.

4.1.0 Response rate.

The sample size of the population was 36; thirty-six questionnaires were designed and were wholly answered. This implies that the response rate was outstanding.

4.2.1 Gender of Respondents

Table 2 showing the Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	61.0	61.0	61.0
	Females	14	39.0	39.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 2 above, it can be seen that male consisted of 61%, and 39% were females. This implies that there were more males were involved in the study since they were the majority taking up various positions at textile industry Jinja (U) Ltd.

4.2.2 Age

Table 3 showing Age group of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years	12	33.0	33.0	33.0
	31-40 years	15	42.0	42.0	75.0
	41-50 years	8	22.0	22.0	97.0
	Above 60 years	1	3.0	3.0	100.0
	Total	36	100.0	100.0	

Source: Primary data (2024)

The table 4 above shows that 33% lie between the ages of 20-30 years, 42% make it to the age of 31-40 years, 22% lie between the age of 41-50 years, and above the age of 60 years constituted 3%. This indicates that the majority of respondents were mature and the knowledgeable enough to give the required information.

4.2.3 Qualification of respondents

Table 4 Showing academic qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	8	22.0	22.0	22.0
	Certificate	5	14.0	14.0	36.0
	Diploma	7	19.0	19.0	55.0
	Degree	14	39.0	39.0	94.0
	Masters	2	6.0	6.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 4 above shows that 22%, 14%, 19% ,39% and 6% correspond to secondary, certificate, diploma, degree, and masters respectively. This indicates that all people employed by textile industry Jinja (U) Ltd have attained certain level of education and knowledge with the majority corresponding to degree at 39%

4.2.4 Years of working

Table 5 showing years of working by respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	9	25.0	25.0	25.0
	1-2 years	11	31.0	31.0	56.0
	Above 3 years	16	44.0	44.0	100.0
	Total	36	100.0	100.0	

Source: Primary data (2024)

Table 5 above intimates that 25%, 31%, and 44%, correspond to less than 1 year, 1-2 years, and above 3 years respectively, this however implies that textile industry Jinja (U) Ltd employs experienced workers who have had reasonable numbers of years of experience with 44% such that the goals formulated by the entity can be achieved well.

4.3.0 Research question one: Finding out on effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd

.3.1 The mobile applications you use facilitates swift and convenient communication between businesses and customers

The table 6 Showing whether the mobile applications you use facilitates swift and convenient communication between businesses and customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	16	44.0	44.0	44.0
	Agree	8	22.0	22.0	66.0
	not sure	6	17.0	17.0	83.0
	Disagree	4	11.0	11.0	94.0
	strongly disagree	2	6.0	6.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 6 above indicates that out of total sample of the study, 44% strongly agreed, 22% agreed to the statement that the mobile applications you use facilitates swift and convenient communication between businesses and customers and 17% of the respondents were not sure while 11% disagreed, 6% strongly disagreed to the same statement hence implying that the mobile applications you use facilitates swift and convenient communication between businesses and customers.

4.3.2 You use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns

The table 7 Showing whether respondents use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	2	6.0	6.0	6.0
	Agree	5	14.0	14.0	20.0
	not sure	7	19.0	19.0	39.0
	Disagree	9	25.0	25.0	64.0
	strongly disagree	13	36.0	36.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 7 above indicates that out of total sample of the study 6% strongly agreed, 14% agreed to the statement that respondents use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns, and 19% 0f the respondents were not sure while 25% disagreed, 36% strongly disagreed to the same statement hence implying that respondents do not use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns.

4.3.3 You experience a more personalized customer service approach as the company uses data analytics

Table 8 Showing whether respondents experience a more personalized customer service approach as the company uses data analytics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	9	25.0	25.0	25.0
	Agree	7	19.0	19.0	44.0
	not sure	8	22.0	22.0	66.0
	Disagree	9	25.0	25.0	91.0
	strongly disagree	3	9.0	9.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 8 above shows that 25% strongly agreed, 19%agreed to the statement that respondents experience a more personalized customer service approach as the company uses data analytics, 22% of the respondents were not sure whereas 25% of the respondents disagreed, 9% strongly disagreed to the same statement hence indicating that respondents experience a more personalized customer service approach as the company uses data analytics.

4.3.4 You notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging

The table 9 Showing whether respondents notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	15	42.0	42.0	42.0
	Agree	3	8.0	8.0	50.0
	not sure	6	17.0	17.0	67.0
	Disagree	2	5.0	5.0	72.0
	strongly disagree	10	28.0	28.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 9 above shows that the majority of the respondents 42% strongly agreed, 8% agreed to the statement that respondents notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging while 5% disagreed, 28% strongly disagreed to the same statement, 17% of the respondents were not sure. These findings are in-line with Appah E (2017) acknowledges that respondents notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging hence implying that respondents notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging.

4.3.5 You experience proactive customer support, where the business anticipates the needs and address potential issues

The tables 10 Showing whether respondents experience proactive customer support, where the business anticipate the needs and address potential issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	7	19.0	19.0	19.0
	Agree	11	31.0	31.0	50.0
	not sure	6	17.0	17.0	67.0
	Disagree	9	25.0	25.0	92.0
	strongly disagree	3	8.0	8.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 10 above indicates that 19% strongly agreed, 31% agreed to the statement that respondents experience proactive customer support, where the business anticipate the needs and address potential issues while 25% disagreed, 8% strongly disagreed to the same statement and 17% of the respondents were not sure. These findings concur with the research carried out by Bhatia HL (2019) stresses that respondents experience proactive customer support, where the business anticipate the needs and address potential issues.

4.3.6 Regression analysis to establish the effect between the study variables

For the objectives of this study to be fulfilled, regression analysis using SPSS version 20.0 was undertaken in order to investigate on supply chain digitalization and customer responsiveness in manufacturing industries. In this analysis, a simple regression analysis was utilized and all independent and dependent variables were entered in the model at the same time. But for the regression analysis to give valid results, some key assumptions have to be satisfied. In this analysis, variance supply chain digitalization F(VSCDF) was used to ensure that the assumption of reasonable differences of the independent variables was satisfied.

These were all below the threshold of 10. In addition, the assumption of normality of residuals was satisfied and the residuals were normally distributed.

4.3.7 Regression analysis for the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd

In order to address the first objective of the study, a regressive analysis was done to analyze effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd.

The results from analysis are presented in the model summary and coefficients tables below.

Table 8 showing regression model summary and coefficients for effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-statistic
1	.332[a]	.110	.098	.553	5.693

a. Predictors: (Constant), Technological advancement

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	4.615	.301		.00 0
	technological advancement	.153	.091	.132	.00 7

a. Dependent Variable: customer responsiveness

Source: Primary data (2024)

From the table 8 showing the model summary statistics above, a p-value = 0.007 that is less than 5% level of significance indicates that technological advancement positively (Beta=0.153) predicts customer responsiveness of textile industry Jinja (U) Ltd and effect is significant at p-value < 0.05. An adjusted R^2 of 0.098 implies that technological advancement

explains and predicts significantly 9.8% variations in customer responsiveness of textile industry Jinja (U) Ltd and the remaining 90.4% is explained by other factors. Basing on such findings, the researcher therefore concludes that technological advancement significantly and positively affects customer responsiveness of textile industry Jinja (U) Ltd.

4.4. Research question two: Finding out the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd

4.4.1 You identify potential risks early, minimizing financial losses by taking preventive measures.

Table 11 Showing whether the respondents identify potential risks early, minimizing financial losses by taking preventive measures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	5	14.0	14.0	14.0
	Agree	10	28.0	28.0	42.0
	not sure	8	22.0	22.0	64.0
	Disagree	9	25.0	25.0	89.0
	strongly disagree	4	11.0	11.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 11 above, it can be seen that the majority of the respondents 14% strongly agreed, 28% agreed to the statement that respondents identify potential risks early, minimizing financial losses by taking preventive measures while 25% disagreed, 11% strongly disagreed to the same statement while 22% were not sure. This implies that respondents identify potential risks early, minimizing financial losses by taking preventive measures.

4.4.2 You allocate resources more efficiently by prioritizing areas that require more attention or protection.

Table 12 Showing whether respondents allocate resources more efficiently by prioritizing areas that require more attention or protection.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	7	19.0	19.0	19.0
	Agree	4	11.0	11.0	30.0
	not sure	11	31.0	31.0	61.0
	Disagree	6	17.0	17.0	78.0
	strongly disagree	8	22.0	22.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 12, it can be observed that 19% strongly agreed, 11% agreed to the statement that respondents allocate resources more efficiently by prioritizing areas that require more attention or protection, 17% disagreed, 22% strongly disagreed while 31% of the respondents were not sure. These findings are in line with Kendrick MS (2015) intimated that respondents do not allocate resources more efficiently by prioritizing areas that require more attention or protection.

4.4.3 You prevent incidents that could harm the organization's reputation, such as data breaches or service failures.

Table 13 Showing whether respondents prevent incidents that could harm the organization's reputation, such as data breaches or service failures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	16	44.0	44.0	44.0
	Agree	4	11.0	11.0	55.0
	not sure	7	19.0	19.0	74.0
	Disagree	6	18.0	18.0	92.0
	strongly disagree	3	8.0	8.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 13 above indicates that the majority of the respondents 44% strongly agreed, 11% agreed to the statement that respondents prevent incidents that could harm the organization's reputation, such as data breaches or service failures while 18% disagreed, 8% strongly disagreed to the same statement, 19% were not sure. This implies that respondents prevent incidents that could harm the organization's reputation, such as data breaches or service failures.

4.4.4 You encourage continuous improvement by learning from past incidents and adapting to new threats

Table 14 Showing whether respondents encourage continuous improvement by learning from past incidents and adapting to new threats

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	5	14.0	14.0	14.0
	Agree	15	42.0	42.0	56.0
	not sure	2	6.0	6.0	62.0
	Disagree	4	11.0	11.0	73.0
	strongly disagree	10	27.0	27.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 14 above, it can be seen that 14% strongly agreed, 42% agreed to the statement that respondents encourage continuous improvement by learning from past incidents and adapting to new threats, 11% disagreed, 27% strongly disagreed to the same statement meanwhile 6% of the respondents were not sure. This implies that respondents encourage continuous improvement by learning from past incidents and adapting to new threats.

4.4.5 You streamline processes and reduce disruptions, improving overall efficiency

Table 15 Showing whether respondents streamline processes and reduce disruptions, improving overall efficiency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	9	25.0	25.0	25.0
	Agree	6	17.0	17.0	42.0
	not sure	3	8.0	8.0	50.0
	Disagree	14	39.0	39.0	89.0
	strongly disagree	4	11.0	11.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 15 above shows that 25% strongly agreed, 17% agreed to the statement that respondents streamline processes and reduce disruptions, improving overall efficiency and 39% disagreed, 11% strongly disagreed to the same statement while 8% of the respondents were not sure. These finding contradict with Mckerchar M, Evans H (2018) acknowledges that respondents streamline processes and reduce disruptions, improving overall efficiency and hence this implies that respondents streamline processes and reduce disruptions, improving overall efficiency.

4.4.6 Regression Analysis for the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd

For analysis of the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd, the independent variable was conceptualized in terms of risk management and for the study to achieve its one of the objectives; risk management was regressed to determine its effect on customer responsiveness. The results from analysis are presented in the model summary and coefficients tables below.

Table 10 Regression model summary and coefficients for the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd.

Model summary

Model	R	R Square	Adjusted R Square	F-Statistic	Std. Error of the Estimate
1	.304[a]	.092	.075	9.421	.464

a. Predictors: (Constant), risk management

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	2.892	.325		.000
	risk management	.224	.089	.304	.015

a. Dependent Variable: customer responsiveness

Source: primary data, (2024)

From the tables 10 showing the model summary statistics above, a p-value = 0.015 that is less than 5% level of significance indicates that risk management positively (Beta=0.224) predicts customer responsiveness and effect is significant at p-value < 0.05. An adjusted R^2 of 0.075 implies that risk management explains and predicts significantly 7.5% variations in customer responsiveness and the remaining 92.3% explained by other factors. Basing on such findings, the researcher therefore concludes that risk management significantly and negatively affects customer responsiveness of textile industry Jinja (U) Ltd.

4.5 Research question three: Finding out the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd

4.5.1 You increase the sustainability of your initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact

Table 16 Showing whether respondents increase the sustainability of your initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	4	11.0	11.0	11.0
	Agree	6	17.0	17.0	28.0
	not sure	7	1 9.0	19.0	47.0
	Disagree	9	25.0	25.0	72.0
	strongly disagree	10	28.0	28.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 16 above, it can be seen that the minority of the respondents 11% strongly agreed, 17% agreed to the statement that respondents increase the sustainability of your initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact while 25% disagreed, 28% strongly disagreed to the same statement and 19% of the respondents were not sure there by implying that respondents increase the sustainability of your initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact.

4.5.2 You gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth

Table 17 showing whether respondents gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	14.0	14.0	14.0
	Agree	17	47.0	47.0	61.0
	Not sure	2	6.0	6.0	67.0
	Disagree	5	14.0	14.0	81.0
	Strongly disagree	7	19.0	19.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 17 above, it can be observed that the majority of the respondents 14% strongly agreed, 47% agreed to the statement that respondents gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth, 14% disagreed, 19% strongly disagreed to the same statement while 6% were not sure. This implies that respondents gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth.

4.5.3 You build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital.

Table 18 Showing whether respondents build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	5	14.0	14.0	14.0
	Agree	12	33.0	33.0	47.0
	not sure	6	17.0	17.0	64.0
	Disagree	9	25.0	25.0	89.0
	strongly disagree	4	11.0	11.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 18 above shows that 14% of the respondents strongly agreed, 33% agreed to the statement that respondents build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital **while 25% disagreed, 11% strongly disagreed to the same statement and 17% of the respondents were not sure, these findings contradict with** Berhan, B., & Jenkins, G. (2015), acknowledged that respondents build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital.

4.5.4 You improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges.

Table 19 showing whether respondents improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	8	22.0	22.0	22.0
	Agree	13	37.0	37.0	59.0
	not sure	4	11.0	11.0	70.0
	Disagree	8	22.0	22.0	92.0
	strongly disagree	3	8.0	8.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 19 above indicates that the majority of the respondents 22% strongly agreed, 37% agreed to the statement that respondents improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges**, 22% disagreed,8% strongly disagreed to the same statement while 11% of the respondents were not sure**. This implies that respondents improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges.

4.5.5 You foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas

Table 20 Showing whether respondents foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	13	36.0	36.0	36.0
	Agree	9	25.0	25.0	61.0
	not sure	2	6.0	6.0	67.0
	Disagree	5	14.0	14.0	81.0
	strongly disagree	7	19.0	19.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 20 above shows that the majority of the respondents 36% strongly agreed, 25% agreed to the statement that respondents foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas while 14% disagreed, 19% strongly disagreed to the same statement while 6% of the respondents were not sure. However this concurs with the research carried out by Bird, and Jamtsher (2016) noted that respondents foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas there by implying that respondent's foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas.

4.5.6 Regression Analysis for the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd .

In order to analyze the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd, the independent variable was conceptualized in terms of collaborative partnerships and for the study to achieve its objectives; regression analysis to

assess its effect on **customer responsiveness** was performed using SPSS. The results from analysis were presented in the model summary and coefficients tables below.

Table 24 Showing regression model summary and Coefficients for the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd

Model Summary

Model	R	R Square	Adjusted R Square	F-Statistic	Std. Error of the Estimate
1	.194[a]	.037	.024	8.642	.588

a. Predictors: (Constant), collaborative partnerships

Coefficients[a]

Model		Un standardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	3.356			
	collaborative		.374	.114	.000
	partnerships	.091	.100		.169

a. Dependent Variable: customer responsiveness

Source: primary data, (2024)

From the table 24 showing the model summary statistics above, a p-value = 0.169 that is more than 5% level of significance indicates that collaborative partnerships (Beta=0.091) predicts and affects their customer responsiveness. However, its effect is insignificant at p-value > 0.05. An adjusted R^2 of 0.024 implies that collaborative partnerships explain 2.4% variations in customer responsiveness of textile industry Jinja (U) Ltd. However, these variations are not significant in affecting customer responsiveness.

4.6 Customer responsiveness

4.6.1 You increase customer satisfaction

Table 21 Showing whether respondents increase customer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	6	17.0	17.0	17.0
	Agree	11	31.0	31.0	48.0
	not sure	5	14.0	14.0	62.0
	Disagree	10	27.0	27.0	89.0
	strongly disagree	4	11.0	11.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 21 above, it can be seen that 17% strongly agreed, 31% agreed to the statement that respondents increase customer satisfaction, 27% disagreed, 11% strongly disagreed to the same statement while 14% of the respondents were not sure. This implies that respondents increase customer satisfaction.

4.6.2 You foster stronger relationships

Table 22 Showing whether respondents foster stronger relationships

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	15	42.0	42.0	42.0
	Agree	6	17.0	17.0	59.0
	not sure	1	2.0	2.0	61.0
	Disagree	9	25.0	25.0	86.0
	strongly disagree	5	14.0	14.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

Table 22 above shows that the majority of the respondents 42% strongly agreed, 17% agreed to the statement that the respondents foster stronger relationships, 25% disagreed, 14% strongly disagreed to the same statement and 2% of the respondents were not sure. These findings were in line with **Chigbu,(2012)** who noted that respondents foster stronger relationships

.

4.6.3 You gain valuable feedback

Table 23 Showing whether respondents gain valuable feedback

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	19	53.0	53.0	53.0
	Agree	6	17.0	17.0	70.0
	not sure	1	3.0	3.0	73.0
	Disagree	6	17.0	17.0	90.0
	strongly disagree	4	10.0	10.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 23 above it can be seen that the majority of the respondents 53% strongly agreed, 17% agreed to the statement that respondents gain valuable feedback, 17% disagreed, 10% strongly disagreed to the same statement while 3% of the respondents were not sure. This implies that respondents gain valuable feedback.

4.6.4 You boost brand reputation

Table 24 Showing whether respondents boost brand reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	8	22.0	22.0	22.0
	Agree	14	39.0	39.0	61.0
	not sure	2	6.0	6.0	67.0
	Disagree	5	14.0	14.0	81.0
	strongly disagree	7	19.0	19.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to table 24 above, it can be seen that 22% strongly agreed, 39% agreed to the statement that respondents boost brand reputation while 14% disagreed, 19% strongly disagreed to the same statement and 6% of the respondents were not sure. This implies that respondents boost brand reputation.

4.5.5 You enhance competitive advantage

Table 25 Showing whether respondents enhance competitive advantage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	9	25.0	25.0	25.0
	Agree	5	14.0	14.0	39.0
	not sure	3	8.0	8.0	47.0
	Disagree	12	33.0	33.0	80.0
	strongly disagree	7	20.0	20.0	100.0
	Total	36	100.0	100.0	

Source: primary data (2024)

With reference to above table 25, it can be seen that 25% strongly agreed, 14% agreed to the statement that respondents enhance competitive advantage, 33% disagreed, 20% strongly disagreed to the same statement while 8% of the respondents were not sure. This implies that respondents enhance competitive advantage.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction.

In this chapter the researcher gives a summary of findings, conclusions and recommendation in line with the research questions and objectives.

5.1 Summary of findings.

The researcher provided a summary of findings in line with the objectives as follows;

5.1.1 Research Question one: Findings on the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd

The study investigated into the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd. Results showed that most respondents were positive to the statements that they were asked. For example; majority of respondents constituting 44% strongly agreed, 22% agreed to the statement that the mobile applications you use facilitates swift and convenient communication between businesses and customers; 25% strongly agreed, 19% agreed to the statement that respondents experience a more personalized customer service approach as the company uses data analytics; 42% strongly agreed, 8% agreed to the statement that respondents notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging, 19% strongly agreed, 31% agreed to the statement that respondents experience proactive customer support, where the business anticipate the needs and address potential issues.

On the other hand**,** 25% disagreed, 36% strongly disagreed constituting the majority were negative to statement that respondents use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns.

Results according to inferential statistics showed that technological advancement have a significant effect on customer responsiveness of textile industry Jinja (U) Ltd by 9.8%.

5.1.2 Research Question two: Findings on the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd

. The study investigated into the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd**.** Majority of the respondents 14% strongly agreed, 28% agreed to the statement that respondents identify potential risks early, minimizing financial losses by taking preventive measures, 44% strongly agreed, 11% agreed to the statement that respondents prevent incidents that could harm the organization's reputation, such as data breaches or service failures , it can be observed that 14% strongly agreed, 42 agreed to the statement that respondents encourage continuous improvement by learning from past incidents and adapting to new threats while 39% disagreed, 11% strongly disagreed to the statement that respondents streamline processes and reduce disruptions, improving overall efficiency, and also 17% disagreed, 22% strongly disagreed to the statement that respondents allocate resources more efficiently by prioritizing areas that require more attention or protection. Results according to illative statistics showed that risk management affects customer responsiveness of textile industry Jinja (U) Ltd by 7.5%.

5.1.3 Research Question three: Findings on the effect of collaborative partnerships on customer responsiveness of textile industry Jinja (U) Ltd

The findings revealed that 14% strongly agreed, 47% agreed to the statement that respondents gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth, 14% strongly agreed, 33% agreed to the statement that respondents build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital, 22% strongly agreed, 37% agreed to the statement that respondents improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges, and 36% strongly agreed, 25% agreed to the statement that respondents foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas. On the other hand, 25% disagreed, 28% strongly disagreed to the statement that respondents increase the sustainability of your initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact. Results according to probable statistics showed that collaborative partnerships affects customer responsiveness of textile industry Jinja (U) Ltd by 2.4%.

5.2 Conclusion

Basing on the first research objective which was to assess the effect of technological advancement on customer responsiveness of textile industry Jinja (U) Ltd, it can concluded that technological advancement have a significant effect on customer responsiveness of textile industry Jinja (U) Ltd by 9.8% and this can be enhanced by optimizing existing digital tools and communication channels to better serve customers. Businesses can use customer relationship management (CRM) systems to maintain accurate and up-to-date records of customer interactions, preferences, and feedback, enabling more personalized service. Implementing self-service options such as online knowledge bases, and community forums can empower customers to find solutions quickly. Additionally, improving website and mobile app usability ensures that customers can easily navigate and access the information they need.

Basing on the second research question two which was to analyze the effect of risk management on customer responsiveness of textile industry Jinja (U) Ltd, it can be concluded that risk management affects customer responsiveness of textile industry Jinja (U) Ltd by 7.5% and can be enhanced by implementing strategies that anticipate potential issues and mitigate their impact on customer service. Businesses can conduct regular risk assessments to identify vulnerabilities in their customer service processes, such as system downtimes, data breaches, or delays in response time. By developing comprehensive contingency plans and establishing clear protocols for handling various types of customer inquiries or complaints, companies can ensure swift and effective responses even in unexpected situations.

Basing on the third research objective, it can be concluded that that collaborative partnerships affects customer responsiveness of textile industry Jinja (U) Ltd by 2.4% and is enhanced by building strong alliances with key stakeholders such as suppliers, service providers, and technology partners to ensure a seamless customer experience. By fostering open communication and sharing data across these partnerships, companies can quickly address customer needs and resolve issues. Joint training programs and workshops can align partners on service standards and customer expectations, ensuring consistency in customer interactions.

5.3 Recommendations

The management of textile industry Jinja (U) Ltd should optimize existing digital tools and communication channels to better serve customers. Businesses can use customer relationship management (CRM) systems to maintain accurate and up-to-date records of customer interactions, preferences, and feedback, enabling more personalized service. Implementing self-service options such as online knowledge bases, and community forums can empower customers to find solutions quickly. Additionally, improving website and mobile app usability ensures that customers can easily navigate and access the information they need. Utilizing real-time communication tools, such as live chat and instant messaging, can facilitate swift and effective responses to customer inquiries, enhancing overall customer satisfaction and engagement.

There is need for the management to implement strategies that anticipate potential issues and mitigate their impact on customer service. Businesses can conduct regular risk assessments to identify vulnerabilities in their customer service processes, such as system downtimes, data breaches, or delays in response time. By developing comprehensive contingency plans and establishing clear protocols for handling various types of customer inquiries or complaints, companies can ensure swift and effective responses even in unexpected situations. Investing in robust cyber security measures to protect customer data and maintaining transparent communication during service disruptions also play crucial roles in managing risks. Regular training for customer service teams on crisis management and effective communication can further enhance responsiveness, ensuring that customers feel valued and well-supported, even during challenging times.

Textile industry Jinja (U) Ltd should build strong alliances with key stakeholders such as suppliers, service providers, and technology partners to ensure a seamless customer experience. By fostering open communication and sharing data across these partnerships, companies can quickly address customer needs and resolve issues. Joint training programs and workshops can align partners on service standards and customer expectations, ensuring consistency in customer interactions. Additionally, leveraging each partner's strengths and resources, such as using a logistics partner's fast delivery capabilities or a tech partner’s robust support infrastructure, can enhance overall responsiveness.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear respondent;

I am Kanene Mary carrying out research on the topic "supply chain digitalization and customer responsiveness in manufacturing industries**"** as a partial fulfillment for the award ofbachelor's degree in procurement and logistics management at Uganda Christian University.The questionnaire is designed to help me collect relevant information and therefore I kindly request you to participate in responding to the questions that was asked .However the information given was treated confidential and will only be used for academic purpose.

SECTION 1: DEMOGRAPHIC DATA

(Tick in the box provided)

1. Gender distribution of the respondent

a) Male ☐ b) Female ☐

2. Marital status of the respondent

a) Single ☐ b) Married ☐ Divorced ☐ Widowed ☐

3. Age bracket of the respondent (years)

a) 20-30 ☐ b) 31-40 ☐ c) 41-50 ☐ C) 60 and above ☐

4**.** Academic qualification of respondent

a) Secondary ☐ b) Certificate ☐ c) Diploma ☐ d) Bachelors' ☐ e) Masters ☐

5. Years of working by the respondents.

a) Less than 1 year ☐ b) 1-2 years ☐ c) 3 years and above ☐

SECTION A: Technological Advancement

Please indicate your opinion on the following statements using the Linkert scale. Key: **1= strongly disagree; 2= disagree; 3= not sure; 4= Agree; 5= strongly Agree.**

No	Statements	1	2	3	4	5
1	The mobile applications you use facilitates swift and convenient communication between businesses and customers					
2	You use advanced data analytics and customer profiling techniques to offer personalized recommendations, product suggestions, and targeted marketing campaigns					
3	You experience a more personalized customer service approach as the company uses data analytics					
4	You notice reduced wait times for support due to automated responses and streamlined communication channels, such as live chats and instant messaging.					
5	You experience proactive customer support, where the business anticipate the needs and address potential issues					

Section B: Risk Management

Please indicate your opinion on the following statements using the Linkert scale. Key: **1= strongly disagree; 2= disagree; 3= not sure; 4= Agree; 5= strongly Agree.**

No	Statements	1	2	3	4	5
1	You identify potential risks early, minimizing financial losses by taking preventive measures.					
2	You allocate resources more efficiently by prioritizing areas that require more attention or protection.					
3	You prevent incidents that could harm the organization's reputation, such as data breaches or service failures.					
4	You encourage continuous improvement by learning					

	from past incidents and adapting to new threats.					
5	You streamline processes and reduce disruptions, improving overall efficiency.					

Section C: Collaborative Partnerships

Please indicate your opinion on the following statements using the Linkert scale. Key: **1= strongly disagree; 2= disagree; 3= not sure; 4= Agree; 5= strongly Agree.**

No	**Statements**	**1**	**2**	**3**	**4**	**5**
1	You increase the sustainability of the initiatives by pooling resources and sharing responsibilities, ensuring long-term success and impact.					
2	You gain access to new knowledge and insights by sharing experiences and expertise with your partners, leading to continuous learning and growth					
3	You build trust and stronger relationships through regular collaboration, which enhances teamwork and social capital.					
4	You improve problem-solving abilities by working together with partners, allowing for more comprehensive and effective approaches to challenges.					
5	You foster innovation by combining diverse skills and perspectives, leading to creative solutions and new ideas					

Section D: Customer responsiveness

This section aims at establishing the indicators of customer responsiveness of textile industry Jinja (U) Ltd. Please indicate your opinion on the following statements using the Linkert scale. Key: 1= strongly disagree; 2= disagree; 3= not sure; 4= Agree; 5= strongly Agree.

No	Statements	1	2	3	4	5
1	You increase customer satisfaction					
2	You foster stronger relationships					
3	You gain valuable feedback					
4	You boost brand reputation					
5	You enhance competitive advantage					

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BUSINESSDEPARTMENT

TO: NYANZA TEXTILE INDUSTRY JINJA (U) LIMITED

NYANZA TEXTILE INDUSTRIES LTD
Nytil
27 JUL 2024
P.O.BOX 1025, JINJA

Approved

Dear Sir/Madam,

RE: Academic Research

Christian greeting!

We are honored to introduce to you Mr./Mrs, Miss KAYENE MARY

Of registration number: 722/MUC/BPLM/0007 Pursuing a Master's degree/Postgraduate Diploma, Diploma/ Degree PROCUREMENT AND LOGISTICS MANAGEMENT

He/She is required to carry out an academic research on the topic

SUPPLY CHAIN DIGITALIZATION AND CUSTOMER RESPONSIVENESS IN MANUFACTURING INDUSTRIES.

and thereafter produce a well bound hard cover research report **(MAROON)** in color for undergraduate and three **(BLACK)** copies for postgraduate students as a University requirement for the award of a degree / diploma in the academic discipline that He / She is pursuing.

We shall be grateful for the help you may offer to him/her accordingly .

Thank you.

UGANDA CHRISTIAN UNIVERSITY
HEAD OF DEPARTMENT
28 APR 2024
BUSINESS
MBALE UNIVERSITY COLLEGE

Yours faithfully,

HEAD OF DEPARTMENT, BUSINESS.

Henry Omache Ogachi

A Complete Education for a Complete Person