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IMPORTANCE OF SUPPLY CHAIN INTEGRATION IN AUTO INDUSTRY

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Abstract

The Auto Industry plays a significant role in the Indian Economy. The current challenges in manufacturing of Automobile involves the role of Supply Chain Management. The effectiveness of the function could be enhanced by the Integration of SCM especially in Auto industry wherein the research is undertaken. The detailed description of the process, The study deals with integration is given an approach of explanatory design and questionnaire are used as an instrument to capture the main data furthermore the study also uses descriptive statistics with the help of SPSS for quantitative data analysis. To link the dependant and independent variables, a conceptual framework is developed, to stress the needs and importance of integration of SCM. The study reveals the importance of supplies innovative

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