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GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY

BSc in Applied Data Science Communication

Semester End Examination – Intake 39

2nd Year 2nd Semester

Research Methods and Research Presentations [LB2244]

Duration: 3 hours

01. Read the introduction of the research paper titled, *influences of firm orientation on sustainable supply chain management* and answer the following question. (30 Marks)

1. Introduction

Supply chain management (SCM) involves efficiently using internal and external supplier capabilities and technology, and creating a seamlessly coordinated supply chain, resulting in the transfer of inter-firm competition to inter-supply chain competition and ultimately firm performance (Anderson & Katz, 1998). In recent years, SCM has become environmentally proactive, and the role of the purchasing function in facilitating recycling, reuse, and resource reduction has increased (Paulraj, 2011). Indeed, firms have begun to realize the importance of their suppliers implementing responsible environmental and social practices (Sharma & Henriques, 2005), as suppliers sensitive to sustainability can provide increased efficiency and protect intangible assets of buyers (Krause, Vachon, & Klassen, 2009). In striving to keep up with the heightened attention firms pay to sustainable supply chain management (SSCM) (Carter & Carter, 1998), recent academic research has actively examined sustainable development in supply chains (Krause et al., 2009) in terms of the antecedents, practices, and performance implications of SSCM (e.g., Paulraj, 2011; Zailani, Eltayeb, Hsu, & Tan, 2012).

As a result, over the years, SSCM has gained its status as a distinct discipline involved in the “management of material, information and capital flows as well as cooperation among companies along the supply chain while taking goals from all three dimensions of sustainable development, i.e., economic, environmental and social, into account which are derived from customer and stakeholder requirements” (Seuring & Müller, 2008, p.1700). Although past SSCM research has investigated the antecedents of sustainable supply chain practices (SSCPs), its focus has mainly been on external stakeholder pressures (Paulraj, 2011). In this research, we attempt to explore firm orientations, i.e. the overall proactive strategic stance and continuing commitment of firms towards the integration of specific concerns into their strategic, tactical and operational activities (Roxas & Coetzer, 2012), as drivers of firm SSCPs, and examine the interactions between such antecedents. The objective of this study is to propose and test an integrative research model that incorporates the relationships between a firm's behaviors related to SSCPs and firm orientations, as well as the possible interactions between the different firm orientations on firm SSCPs. Although past research suggests that a firm's strategic orientations guide the activities of a firm and generate actions aimed to ensure its viability and performance (Hakala, 2011), extant research has not examined effects of various firm orientations on a firm's purchasing and supply practices from a sustainability perspective.

Accordingly, our research questions are as follows: (i) What are the relative effects of the different firm orientations (i.e., environmental orientation, societal orientation, cultural preservation

orientation, and local community orientation) on SSCPs, specifically, sustainable purchasing practices (SPPs) and sustainable supply practices (SSPs)? (ii) What is the influence of a firm's size and business type on the above relationships? And, (iii) what is the nature of interactions that exist between the different firm orientations, as related to SSCPs? We test the hypothesized relationships on primary data obtained from a two-phase industrial survey of 149 managers from the U.S. manufacturing and service industry. We collected the data in two separate rounds from the same managers in the same firms. We first obtained firm orientations, and then we returned to gather the data on their SSCPs.

This research strives to contribute to the literature and practice of SSCM in several ways. By identifying firm-level orientations that drive SSCPs, we extend knowledge of the role of firm-level predispositions on SSCM. We provide a fine-grained investigation of firm-specific orientations and spearhead the inclusion of firm-level orientations in the nomological net of SSCM. We also extend the literature on how the focal relationships vary as a result of firm demographic differences, such as variations in firm size and business type. From a managerial perspective, we intend to inform supply chain and marketing managers about optimal strategies for SSCPs that fit firm-specific cultures and demographics.

This article proceeds as follows: in the next section, we introduce the research background on sustainability and SSCPs in general. We continue this discussion by presenting our research framework and establishing hypotheses in the next section. We then describe the data collection methods and measures for this study. After presenting and discussing the results, practical implications and future research directions are provided.

Questions:

1. What's the topic area in this research?
2. What's the main research question or the aspect that the researchers had investigated?
3. What methodology was used to collect data?
4. What are the main findings?
5. Explain the route map of this research paper.
6. Write five in-text citations with included information given in the introduction.

02. Write short notes on the following topics (10 x 4 = 40 marks):

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|---------------------------|----------------------------------|
| I. Qualitative research | III Mixed Method |
| II. Quantitative research | IV Primary and secondary sources |

03. Read the following description and prepare a questionnaire to collect data according to the main objective of this study. (30 Marks)

School students have to use a mobile phone due to the online education system during Covid 19 pandemic. But, there are some pros and cons behind this situation. Many people say that it's generally not a good idea. Children can access to social media (Face book, what's app, telegram, etc) and it is the parent's responsibility to monitor their media access, which is more difficult if the child has exclusive cell phone access. Cyber bullying, which is increasingly becoming a problem, is also going to be a risk when your child has unlimited access to a smart phone.

By considering all these factors, you are going to conduct a research to find the effect of allocating mobile phones to school students and your target group is secondary level students in Colombo district. Prepare the questionnaire to gather data.

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