

**Research Abstract : A Study on the Influence of
Environmental Uncertainty And Supply Chain
Practices on Supply Chain Flexibility, Competitive
Advantage And Organisational Performance**

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This research is a study of the environmental uncertainty, supply chain practices, supply chain flexibility, competitive advantage and organizational performance of small manufacturing firms in Tamil Nadu.

Valid and reliable measures of Environmental uncertainty, supply chain practices and supply chain flexibility, competitive advantage and organizational performance were adapted from previous studies with minor modifications. A new sub construct involving logistics sub construct under supply chain practices was developed and validated. The survey was conducted on 75 respondents from small manufacturing firms in Coimbatore. The firms were involved in manufacturing castings, auto components, garments. Rigorous statistical methods were used to access and validate the constructs. The methods used were reliability analysis and structural equation modeling using PLS path modeling software.

The research findings support the notion that better supply chain practices lead to a better supply chain flexibility, which in turn implies more competitive advantage for the company and hence a better organizational performance. The surprising part is that higher environmental uncertainty leads to better supply chain practices, which means that the manufacturing firms are being proactive to survive.

This study has identified key supply chain practices valid in the Indian context for small manufacturing firms. The research also brings out the impact of environmental uncertainty on supply chain practices. The supply chain flexibility, competitive advantage and organizational performance are also studied.

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