

# Supply Chain Management and its Influence on Operational Performance

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**Abstract:** *Supply Chain Management (SCM) plays a vital role in improving organizational efficiency and productivity. In today's highly competitive business environment, organizations focus on integrating suppliers, manufacturers, distributors, and customers to ensure smooth flow of goods and information. The present study examines the influence of supply chain management practices on operational performance. The research focuses on key SCM practices such as supplier relationship management, inventory management, information sharing, and logistics coordination. Primary data were collected from respondents through a structured questionnaire. The study reveals that effective supply chain practices significantly improve operational performance by reducing operational costs, improving delivery performance, enhancing productivity, and increasing customer satisfaction. The findings highlight the importance of adopting efficient supply chain strategies to achieve sustainable organizational growth and competitive advantage*

**Keywords:** Supply Chain Management, Operational Performance, Inventory Management, Logistics, Supplier Relationship, Business Efficiency

