

## **AN INDUSTRY WISE COMPARITIVE STUDY ON EMPLOYEE PERCEPTION ABOUT LOGISTICAL DRIVERS IMPLEMENTATION IN MSME UNITS**

*Meera P Nair<sup>1</sup>, Dhanya J. S<sup>2</sup> & Abhilash V S<sup>3</sup>*

*<sup>1</sup>Research Scholar, Department of Business Administration, CET School of Management,  
College of Engineering, Trivandrum, Kerala, India*

*<sup>2,3</sup>Assistant Professor Department of Business Administration, CET School of Management,  
College of Engineering, Trivandrum, Kerala, India*

### **ABSTRACT**

*As companies are moving towards increased global competitiveness, the strategic issues surrounding supply chain management increasingly demands attention of firms for cost reduction, increased quality, improved customer service and continuity of supply which significantly elevates supply management stature within organisations. The MSME units act as a catalyst for our economic development, therefore it is important to analyse the various supply chain practices undertaken by them.*

**KEYWORDS:** *Supply Chain Management, Logistical Drivers, Employee Engagement, MSME, One- Way ANOVA, Chi Square Analysis, Percentage Analysis*

---

### **Article History**

**Received: 11 Feb 2019 | Revised: 20 Feb 2019 | Accepted: 19 Mar 2019**

---