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**IMPACT OF SUPPLY CHAIN MANAGEMENT ON THE COMPETITIVE  
ADVANTAGE OF TEXTILE INDUSTRY**

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***ABSTRACT***

Practicing the effective supply chain management has become an essential perquisite for securing the competitive advantage in the industry. This research conceptualizes the four dimensions of supply chain management such as supply chain concern, supply chain practices, supply chain competency and supply chain flexibility through Exploratory Factor Analysis and also confirms the measures of competitive advantages of textile industry such as price, quality, dependability, innovation, customer relationship management, information sharing and performance through Confirmatory Factor Analysis. Thus the study mainly tests the impact of supply chain management on the competitive advantages of textile industry with the help of Structural Equation Modelling. Data for the research were collected from the 639 supply chain managers of textile companies registered under Tirupur Exporters Association, Tamilnadu in India by using the structured questionnaire. The result indicated that the enhanced supply chain management lead to better competitive advantage of the industry and have a positive direct impact on the supply chain performance of the textile industry.

**Keywords:** Supply Chain Management, Competitive Advantage, Textile Industry