



The Moderating Role of Information Sharing on The Relationship Between Supply Chain Resilience and Firm Performance; Empirical Evidence From Kenya's Manufacturing Sector

Jones Bor *

Department of Marketing & Logistics Management, Moi University, Kenya

*Corresponding Author: borjones09@gmail.com/ joneskbor@mu.ac.ke

Abstract

The purpose of this paper is to explore whether information sharing moderates the relationship between supply chain resilience and firm performance in the context of manufacturing firms in Kenya. The relationships within the proposed model were examined using structural equation modeling. Data was gathered through a self-administered questionnaire directed at supply chain managers in manufacturing firms across Kenya. Of the 290 questionnaires distributed, 235 responses were received, with 229 complete questionnaires utilized for statistical analysis. The findings indicate that supply chain agility exerts a positive yet insignificant influence on firm performance, while collaboration demonstrates a positive and significant impact on performance. Furthermore, the moderating effect of information sharing on the relationship between supply chain agility and firm performance was deemed insignificant; however, it does moderate the relationship between supply chain collaboration and firm performance. It is strongly advised that managers and decision-makers in manufacturing companies seeking to improve their performance by fostering supply chain resilience should implement information sharing practices with their supply chain partners. This study highlights earlier findings and offers further evidence that the implementation of information sharing by manufacturing companies can enhance their supply chain resilience, thereby improving firm performance in the context of the challenges encountered by supply chains in developing nations.

Keywords: Supply chain resilience, Supply chain agility, Supply chain collaboration, Information sharing, Firm size and firm performance

Suggested Citation:

Bor, J. (2024). The Moderating Role of Information Sharing on The Relationship Between Supply Chain Resilience and Firm Performance; Empirical Evidence From Kenya's Manufacturing Sector. *Journal of Business Management and Economic Research (JOBMER)*, Vol: 8, Issue: 3, 71-96.