

## LOGISTICS INFORMATION SYSTEM (LIS) AT PHARMA FIRM – AN EVALUATION

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### **ABSTRACT**

*Logistics information systems are a subset of the firm's total information system, and it is directed to the particular problems of logistics decision making. The popularity of logistics information systems has grown in recent years in order to meet the requirements of today's logistics managers. Analyzing and setting up the available systems can sometimes prove to be a difficult task. The main objective of the study is to evaluate Logistics Information System at a pharmaceutical firm. This study will help to reduce operational costs, improve efficiency, improve the timeliness of data, provide administrative/decision -making data, maintain transaction details, improve tracking and maintain complete paperless/electronic flow of information.*

*For this study primary data were collected by the use of a questionnaire from 300 respondents from the employees and suppliers of the firm collected randomly especially from Logistics and Warehouse departments. Initially, the questionnaire validated using Cronbach Alpha test where the researcher's measurement scales of the constructs were stable and consistent in measuring the constructs. The collected data were analyzed using SPSS 20.0. Since pharmaceutical firms are moving towards next generation technology solutions by continuously improving their existing supply chain this study paving way for the firm in making use of real-time applications in near future.*

**KEYWORDS:** *Visibility, Information Flow, Tracking, User Responsiveness, Competitive Advantage*

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