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A Study on Strategy Implementation and Its Effectiveness on Logistics Management

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ABSTRACT: Logistics management problems with speed and responsiveness get worse when strategies aren't put into action well. Companies must quickly adjust to changes during order to stay competitive in today's fast-paced commerce world, where technology is always improving and customer needs are always changing. But rigid and bureaucratic execution processes make it harder for the organization to deal with new problems and opportunities. The objective of the study is to analyse on strategy implementation and its effectiveness on logistics management. The data was collected from 120 employees from logistics service providing companies in Chennai. Descriptive research method and convenience sampling technique have been used in the study. Simple percentage analysis, Chi-square analysis and correlation have been used in the study. It is found that mmajority 49.2% the respondents are strongly agree towards the company severely concentrates on infrastructure developments which are equal to international standard as the development of new technology and infrastructure. It is suggested that the employees must be prepared to adopt all changes in the concern. The company must facilitate to arrange compliant and suggestion box in the required places. It is concluded that the logistics plan needs to be looked at often to find new ways for the business to grow. This is because every business has different logistics needs and ways to measure operational success. So, a well-organized logistics system can help businesses streamline and improve the efficiency of their delivery processes and the way they run their entire business in the markets.

KEYWORDS: strategy implementation, logistics management, strategic role, grievance management.

I. INTRODUCTION

Logistics has become much more valuable as communication and transportation tools have improved. Logistics is a key part of reaching the main goal of economic growth and integration in the area. When it comes to logistics, it does affect more than just transaction prices and lead times. After putting together wide-ranging logistics strategy with a physically powerful focus on client service, procedure strategies, marketplace strategies, information or route strategies, and more, logistics also helps the company be more competitive. Owing to the increasing need for first-rate customer service, management has created a well considered and implemented logistics plan that places a premium on customer happiness, effectiveness, and informing all network participants. Improving the timeliness of transportation in logistics networks will always make customers happier. Because of this, manufacturing companies that want to be stars in customer service must keep these skills up to date no matter what industry they're in. Maintaining high standards of customer service also requires an efficient logistical infrastructure. This is the process of meeting customer needs. The logistics strategy is made up of a set of decisions about the company's main logistics areas of business in order to keep making money. In this way, a logistics plan depends on the situation and adapts to it in a way that is exclusive to that situation. Some study was done in the logistics field towards look for environmental factors.

OBJECTIVES OF THE STUDY

- To analyze the information factors as strategic role for effective logistics management.
- To evaluate the employees knowledge as strategic role in the logistics management.
- To investigate the grievance management as strategic role for effective logistics management.
- To examine the development of new technology and infrastructure in the company for logistics management.
- To obtain suggestions from the respondents to enhance the strategies to implement in logistics management.

II. REVIEW OF LITERATURE

Sweeney, E., Grant, D.B. and Mangan, D.J. (2018), presenting a comprehensive understanding of the practical applications of supply chain management (SCM) and logistics, particularly in planned contexts, is the aim of this study. This will be done by looking into the four perspective classification of the link between logistics and SCM. Three specific study questions are put forward after a thorough review of the literature. The empirical work that was done to answer these questions was split into three parts: focus groups, questionnaires, and focused conversations. The results show how the four points of view are used and how different firms understand and implement supply chain management and logistics ideas at the strategic level. The results also demonstrate the critical success factors (CSFs) and challenges associated with closing this gap. People who work in the field can now compare their ideas about how transportation and SCM are related to those of their colleagues. The CSFs and success barriers give a good reason to use logistics and SCM to their full strategy potential in real life.

Panigrahi, S. K., Kar, F. W., Fen, T. A., Hoe, L. K., & Wong, M. (2018) The study's goal is to find the most important reasons for creating a successful reverse logistics planned structure that manager can use to make customers happier and handle retail returns. Qualitative interviews with logistics director in the retail business be used to come up with a successful strategic framework for reverse logistics that includes key factors. A problem-driven satisfied analysis method was also used to look at studies that came out between 2008 and 2015 to find the most important factors that managers use to make decisions about reverse logistics that lead to good management of this process. This study gave us new information about reverse logistics, which is an important strategic move for stores to make to improve customer happiness, gain a competitive edge, and cut costs. The book creates a foundation for reverse logistics that may be applied to enhance supply chain and logistics research. When it comes to handling logistics duties, managers should be aware that motivation drives reverse flow. Managers must concentrate on the potential benefits to the organisation in order to save expenses and provide customers with greater value.

Kanthana Ditkaew, Kittisak Jermsittiparsert (2021). The goal of the study was to find out how intended cost organization affects the success of transportation organization and the long-term health of Thailand's export business. As the workers and information were gathered, these 910 significant export companies in Thailand were selected for 2020. To test our theories, we employed multiple regression analysis together with queries to obtain the data and statistics such as average, standard deviation, frequency, and percentage. The results showed that all four of the strategic cost management aspects were good and had a big effect on the success of logistics management. Even better, the data showed that good transport management in all three areas makes things work better in the long run. It is based on resources and how they affect long-term performance through competitive advantage. This is how the idea of strategic cost management is described. It is thought that this study will also make a big difference in the way businesses are managed. For example, export companies can use this strategic cost management to help with their logistics management. In addition, the company may be able to gain a long-term business edge.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Descriptive research helps in describing the characteristics, opinions, and attitudes of respondents regarding a particular phenomenon. Convenience sampling is adopted in this study. Primary data were gathered using a standardized questionnaire, and both quantitative and qualitative research questionnaires were used. The sample size of the study is 120. The data are analyzed using statistical procedures such as correlation, chi square analysis, and simple percentage analysis.

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IV. DATA ANALYSIS AND INTERPRETATION

Table No. 1 Demographic Characteristics of Respondents

| | Categories | Frequency | Percentage |
|--|------------------|-----------|------------|
| Gender of the respondents | Male | 83 | 69.2 |
| | Female | 37 | 30.8 |
| | 21-30 | 61 | 50.8 |
| | 31-40 | 18 | 15.0 |
| | 41-50 | 16 | 13.3 |
| | Above 50 | 9 | 7.5 |
| Educational qualification of the respondents | Higher Secondary | 17 | 12 |
| | Graduate | 47 | 39.2 |
| | Post Graduate | 26 | 21.7 |
| | Diploma | 6 | 5.0 |
| | Others | 24 | 20.0 |
| Salary of the respondents | Below 10, 000/- | 37 | 30.8 |
| | 10,000-20,000/- | 49 | 40.8 |
| | 20,001- 30,000/- | 26 | 21.7 |
| | Above 30,000/- | 8 | 6.7 |

Source: Primary data

INTERPRETATION

The table above demonstrates that 69.2% of the respondents said that male, 50.8% of the respondents said that 21-30, 39.2% of the respondents have completed graduate and 40.8% of the respondents said that 10,000-20,000/- as their salary.

Table2. Information factors for strategic role

| | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|---|----------------|-----------|----------------------------|-----------|-------------------|
| There is a good opportunity to get information regarding work allocation | 28 (23.3%) | 42(35.0%) | 26 (21.7%) | 16(13.3%) | 8 (6.7%) |
| The EDI have advantage to faster work and transformation of information needed | 43 (35.8%) | 37(30.8%) | 24 (20.0%) | 7 (5.8%) | 9 (7.5%) |
| The web portal having users login system which is more useful to proper information sharing | 32 (26.7%) | 44(36.7%) | 12 (10.0%) | 7 (5.8%) | 25 (20.8%) |
| The services related information and bills settlements details has updated on real time | 11 (9.2%) | 21(17.5%) | 32 (26.7%) | 27(22.5%) | 29 (22%) |
| The service delay and work break downs have informed through proper channel | 17 (12%) | 34(28.3%) | 39 (32.5%) | 22(18.3%) | 8 (6.7%) |

Source: Primary data

INTERPRETATION

Among the respondents, 23.3% of respondents strongly agree and 35.0% agree that there is a good opportunity to get information regarding work allocation, while 21.7% neither agree nor disagree, 13.3% disagree, and 6.7% strongly disagree. 35.8% strongly agree and 30.8% agree that the EDI has advantages for faster work and transformation of information, while 20.0% are neutral, 5.8% disagree, and 7.5% strongly disagree. 26.7% strongly agree and 36.7% agree that the web portal having a user login system is more useful for proper information sharing, while 10.0% are neutral, 5.8% disagree, and 20.8% strongly disagree. 9.2% strongly agree and 17.5% agree that services-related information and bill settlement details are updated in real time, while 26.7% are neutral, 22.5% disagree, and 22.0% strongly disagree. 12.0% strongly agree and 28.3% agree that service delays and work breakdowns are informed through proper channels, while 32.5% are neutral, 18.3% disagree, and 6.7% strongly disagree..

Table 3: Organisation commitment as strategic role

| | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|---|----------------|-----------|----------------------------|-----------|-------------------|
| The company provides highly safe and secure environment to prevent risks | 26 (21.7%) | 33(27.5%) | 28(23.3%) | 25(20.8%) | 8 (6.7%) |
| There are good ecology climates to practice in this company logistics network | 45 (37.5%) | 20(16.7%) | 9 (7.5%) | 28(23.3%) | 18(15.0%) |
| The company utilizes all the resources to serve customer extremely | 33 (27.5%) | 46(38.3%) | 22(18.3%) | 8 (6.7%) | 11 (9.2%) |
| The environmental policy of the company gives the confidence as a safety working environment | 61 (50.8%) | 46(38.3%) | 1 (0.8%) | 1(0.8%) | 11 (9.2%) |
| The port offers different logistics services for different customer which has a strategic advantage | 10 (8.3%) | 52(43.3%) | 30(25.0%) | 15(12.5%) | 13(10.8%) |

Source: Primary data

INTERPRETATION

Among the respondents, 21.7% of respondents strongly agree and 27.5% agree that the company provides a highly safe and secure environment to prevent risks, while 23.3% neither agree nor disagree, 20.8% disagree, and 6.7% strongly disagree. 37.5% strongly agree and 16.7% agree that there are good ecological climates to practice in the company's logistics network, while 7.5% are neutral, 23.3% disagree, and 15.0% strongly disagree. 27.5% strongly agree and 38.3% agree that the company utilizes all resources to serve customers extremely, while 18.3% neither agree nor disagree, 6.7% disagree, and 9.2% strongly disagree. 50.8% strongly agree and 38.3% agree that the environmental policy of the company gives confidence as a safe working environment, while 0.8% are neutral, 0.8% disagree, and 9.2% strongly disagree. 8.3% strongly agree and 43.3% agree that the port offers different logistics services for different customers, providing a strategic advantage, while 25.0% are neutral, 12.5% disagree, and 10.8% strongly disagree.

Chi-Square Analysis: Relationship between the Gender of the respondents and Information factors for strategic role

Null hypothesis (H₀): There is no significant relationship between the gender of the respondents and information factors for strategic role.

Alternative hypothesis (H₁): There is some significant relationship between the gender of the respondents and information factors for strategic role.

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 10.416 ^a | 14 | .731 |
| Likelihood Ratio | 12.550 | 14 | .562 |
| Linear-by-Linear Association | 5.095 | 1 | .024 |
| N of Valid Cases | 120 | | |

a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is 31.

INTERPRETATION

It may be deduced from the preceding table that 0.731 is the P value and that at the 5% (0.05) level of significance, it is noteworthy. The anticipated count is at least 0.31. Consequently, the null theory is acknowledged and it is found that there is some significant relationship between the gender of the respondents and information factors for strategic role.

Correlation Analysis: Relationship Between educational qualification of the respondents and Organisation commitment as strategic role

| Correlations | | | |
|--|---------------------|--|---|
| | | EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | ORGANISATION COMMITMENT AS STRATEGIC ROLE |
| EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | Pearson Correlation | 1 | -.247** |
| | Sig. (2-tailed) | | .007 |
| | N | 120 | 120 |
| ORGANISATION COMMITMENT AS STRATEGIC ROLE | Pearson Correlation | -.247** | 1 |
| | Sig. (2-tailed) | .007 | |
| | N | 120 | 120 |

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

According to the table above, of the 120 responses, co-efficient of correlation between educational qualification of the respondents and organisation commitment as strategic role is -0.247. It is below 1. So there is negative relationship between educational qualification of the respondents and organisation commitment as strategic role.

V. SUGGESTIONS

- There must be high-quality opportunity to get information regarding work allocation for the employees.
- There must be effectual web portal scheme and it must ensure for proper information sharing.
- The employees must be prepared to adopt all changes in the concern. The company must facilitate to arrange compliant and suggestion box in the required places.
- There must be separate head to handle various problems to resolve promptly.
- The company must establish and maintain proper standard infrastructural development.
- The company has to use its all resources to serve the customer. There must be go after up of good environment policy to create confidence among the employees and stakeholders.
- The port must offer various range of services as per the customer's requirements in order to sustain in the industry.

VI. CONCLUSION

It has been stressed how important it is for strategy management to be integrated with the business's logistics. It's also clear that the logistics strategy plan needs to be linked to the company's overall and comparative strategies. The logistics plan needs to be looked at often to find new ways for the business to grow. This is because every business has different logistics needs and ways to measure operational success. So, a well-organized logistics system can help businesses streamline and improve the efficiency of their delivery processes and the way they run their entire business in the markets. This business can improve operations management and supply chain management by integrating information systems. IT is combined with innovative managerial and technological concepts to achieve this. With good strategy management, you can plan and keep an eye on quality, activity, and services in the operation industry, whether it's in the public or private sector. It can also be used to improve the supply chain system for the whole business. Last but not least, logistics can work better if strategic management, outside partners, and the outsourcing strategy all work together on things like getting supplies, moving them around, and keeping track of their stockpiles.

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