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CHALLENGES AND OPPORTUNITIES FACED IN THE EVOLUTION OF LOGISTICS

Abstract: Logistics and its technical processes have undergone a revolution due to development, globalisation and customer demands. This article contributes to the study of logistics and how the challenges and opportunities in this field affect the production process. This research was carried out using mixed methods, using both qualitative and quantitative data. Qualitative data was collected from logistics companies through interviews and quantitative data was collected from logistics employees through questionnaires. Literature from experts who have conducted scientific research in this field was used for this topic. The study was based on the following hypotheses, which were scientifically supported by descriptive statistics, Anova, T-test, pie chart and bar chart. H1: It was developed on the basis of the influence of the challenges and opportunities of logistics on the satisfaction of consumers.

Key words:challenges and opportunities; business process; mode of transport; evolution of logistics; logistics function

INTRODUCTION

The logistics process and function has undergone significant evolution and challenges in recent years. This has been driven by significant changes in technology. This situation has created enough challenges and opportunities for companies, enterprises and those in the manufacturing sector to manage the supply chain and deliver goods to the customers. In order to overcome the adverse effects of these emerging problems and opportunities, it is important to identify this change. The research question for this dissertation is As logistics processes and functions evolve, what are the challenges and issues? In order to answer this question, the hypothesis was tested: Difficulties in logistics processes affect customer satisfaction. In order to test this hypothesis, a survey was conducted among logistics companies and employees, and the data was analysed using SPSS software.

LITERATURE REVIEW

Logistics has evolved significantly over the years from a simple transport and storage process to a complex and integrated system that plays a paramount role in business success (Christopher, 2016). With the increasing globalization and technological advancement, the logistics functions have become more dynamic and complex. The conventional linear supply chain pattern has been effectively replaced by a more interconnected and responsive network, demanding organizations to constantly adapt and innovate in their logistics processes (Hofmann & Gartner, 2015). This evolution has presented both challenges and opportunities for organizations in managing their logistics functions.

One of the primary challenges facing organizations is the increasing sophistication of logistics processes. As supply chains become more global and interrelated, more parties are involved in the logistics process and the points of contact increase. This can lead to delays, disruption and higher costs if not managed carefully (Agrawal & Smith, 2017). In addition, the growth of e-commerce has forced logistics services to work more efficiently and quickly as customers now expect same day or next day delivery options (Christopher, 2016). This has further compounded the complexity of the task faced by logistics services.

RESEARCH METHODOLOGY AND DESIGN

A mixed method approach was utilized to investigate the challenges and opportunities surrounding the evolution of the logistics function and processes. The data was gathered through both surveys and interviews to provide a well-rounded understanding of the topic.

The survey was constructed to collect quantitative data on the challenges and opportunities faced by logistics professionals in their day-to-day operations. The survey contained closed-ended questions with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey was administered online to logistics professionals from various industries and the target sample was 50 respondents.

Descriptive statistics and thematic analysis were used to analyse the data from the surveys and interviews. Descriptive statistics were used to analyse the quantitative data from the interviews. The aim was to provide a numerical representation of the challenges and opportunities faced by logistics professionals.

Hypotheses are developed to test the relationship between the identified problems and opportunities and the development of the logistics function and processes, based on the data collected through surveys and interviews. To test the hypotheses and determine the significance of relationships between variables, statistical tests such as correlation and regression analysis are used.

Overall, a comprehensive understanding of the challenges and opportunities related to the evolution of the logistics function and processes will be achieved through the use of surveys and interviews, along with descriptive statistics and thematic analysis. The combination of quantitative and qualitative data will allow for a more in-depth analysis. This will provide valuable insights for logistics professionals and organisations.

RESULT AND DISCUSSION

As logistics functions and processes continue to evolve, many challenges and opportunities have arisen. The purpose of this study is the identification and analysis of these challenges and opportunities through the use of hypotheses and descriptive statistics.

Analysis of challenges and opportunities in logistics evolution
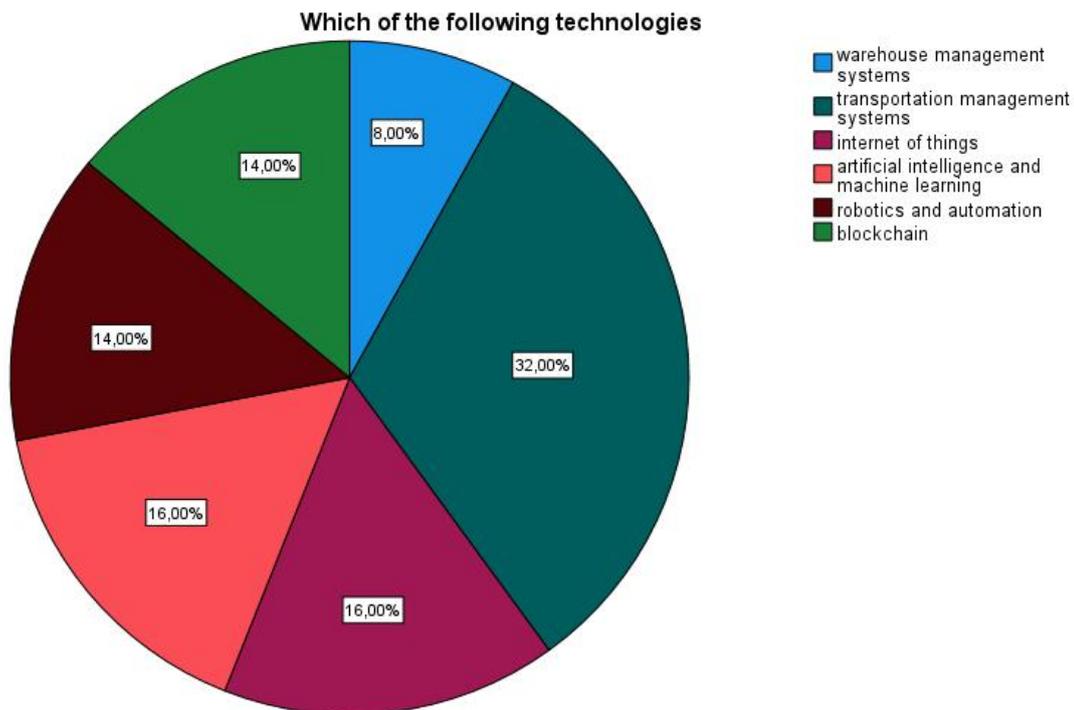
Several key findings emerged from the analysis of the challenges and opportunities in the evolution of the logistics function and processes. The pie chart shows that the majority of respondents (32%) identified the increase in complexity of the transport management system as the main challenge in the evolution of logistics. This was followed by the need for technology and automation (14 percent), the changing Internet of Things and artificial intelligence (16 percent) and sustainability and the warehouse and management system (8 percent).

Alongside the challenges, the analysis also revealed the opportunities organisations are facing as logistics continues to evolve. The majority of respondents (62%) identified the use of advanced technology as the most important opportunity, followed by the adoption of sustainable practices (52%) and the development of new logistics strategies (46%).

Based on these findings, companies are advised to invest in the development and improvement of logistics functions, particularly in areas such as technology and supply chain integration. This will not only help address current challenges, but also position companies to take advantage of future opportunities. In addition, companies need to continually assess their logistics maturity and make the necessary adjustments to ensure continuous development and improvement.

CONCLUSION

In summary, the results of this study highlight the importance of autonomous motivation for employee performance and success in the workplace. The findings suggest that an autonomy-supportive motivational style can influence intrinsic motivation and performance, and that this can be influenced by an individual's perception of autonomy support. In addition, this study provides valuable insights into the challenges and opportunities associated with the development of the logistics industry.

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