



A Study on Challenges Faced In Performance and Storage Maintenance at Sailink Logistics Pvt Ltd Chennai

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ABSTRACT

Successful companies practice supply chain and logistics management to reduce costs, increase competitiveness, and enhance operational efficiency. Modern logistics coordinates the movement of materials and products from physical, organizational, and informational aspects. This research analyzes the impact of a company's logistics management, including transportation, warehousing, packaging, inventory, and information management, on efficiency and effectiveness. Reducing costs in each logistics activity enhances overall company performance. The paper identifies key logistics activities crucial for success. Empirical research was conducted on a sample of eighty companies, validating the general hypothesis through survey results. Effective management of inventory, storage, warehousing, transport, and information is essential for logistics managers to reduce overall costs. The findings confirm that optimal logistics management is necessary for increased business efficiency, customer satisfaction, and competitiveness.

KEYWORDS: Supply chain, competitive advantage, customer satisfaction, effectiveness

I. INTRODUCTION

The globalization process enables the sale of products for the same purpose from different manufacturers and with different prices. The increased offer on the market has led to intensive competition and some of the companies are faced with the problem of survival. The development of information technology has led to increased flow of information around the world, which resulted in enhanced education of producers and consumers. The only way for companies to survive on the market is constant lowering the price of products and regular improvement of product characteristics. Hence, the continuous development of the company is crucial to its survival on domestic and global markets. Creating and sustaining a competitive

advantage of the company is a complex and sustained process that largely depends on the flexibility and willingness of the company to carry out rapid changes in their processes and to make them faster than their rivals.

The continuous adjustment and improvement of the processes is the basis for the company's functioning in the current conditions, while at the same time is one of the key success factors. In this context arises the need for application of modern management practices in all aspects of the operations of the company, especially in the supply chain management, which contributes to increasing competitiveness. One important element is the logistics which provides management with the total operations costs and increases the efficiency of the company's business activities. Collaboration among all the supply chain players coupled with a responsive approach can enhance storage competitiveness through reduced lead-time facilitated by smooth flow of material from upstream towards the downstream end of supply chain. This approach will ensure end customers get value for their money and also reduce the level of uncertainty in the industry.

Supply chain logistics involves the coordination among supply chain members and detailed arrangements to ensure a smooth flow of information and material across the supply chain (Harrison and Van Hoek, 2008). Countries have always tried to reduce the money and time spent on supply chain logistics. Logistics industry impacts a country's economy, both at macro level and micro level. At the macro-level, it boosts the national economy by generating employment and encouraging foreign investments influx. Logistics sector is rightly considered to be the key to globalization and internationalization. At the micro level, logistics industry gives rise to increased competition that result in competitive



pricing. The performance of the logistics sector of any country is measured by the Logistics Performance Index (LPI) of the country. Calculation of LPI is in accordance to what is defined by the World Bank. Human development of any country is measured by the Human Development Index (HDI) as defined by United Nations Development Program (UNDP). This paper studies a possible relationship between these two metrics.

INDUSTRY PROFILE

Global Logistics Industry includes all activities of the supply chain such as transportation, customer service, inventory management, the flow of information, and order processing. Other activities of the supply chain are warehousing, material handling, purchasing, packaging, information dissemination, and maintenance among others. The logistics market in terms of revenue was valued at US\$ 8185.46 billion in 2015 and is expected to reach US\$15522.02 billion by 2023, growing at a CAGR of 7.5% from 2015 to 2024. The market in terms of volume was valued at 54.69 billion tons in 2015 and is expected to reach 92.10 billion tons by 2024 growing at a CAGR of 6% from 2016 to 2024. Transparency Market Research "Logistics Market - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2016 – 2024".

OBJECTIVES OF THE STUDY

- To analyse the awareness level of AI usage in HR process
- To evaluate the awareness on implementation of AI in HR practices
- To analyse the awareness on effectiveness of AI in HR process
- To evaluate the perception on advantages and challenges of AI in HR process.

II. REVIEW OF LITERATURE

Murugesan U, Subramanian P, Srivastav S, Dwivedi A (2023) conducted a study on "The ethical use of artificial intelligence in human resource management: a decision-making framework". The study utilized a descriptive research design that follows a cross sectional approach. A structured questionnaire was used to collect the data to support the research. Numerous adjustments are necessary for Industry 4.0 deployment, including the HR function. 271 HR professionals from the fields of manufacturing, information technology (IT), and administration were chosen to take part in this evaluation. Furthermore, using a quantitative approach, it could

be investigated how AI based HR decisions have impacted company success and turnover in numerical terms.

Edwards J.S, Uren V (2023) conducted a study on "Technology readiness and the organizational journey towards AI adoption: An empirical study". Artificial intelligence (AI) is thought to have the potential to have a profound impact on the economy and society. To further understand the adoption process, a cross-sectional qualitative investigation sample was undertaken, involving a targeted selection of AI specialists spanning research, development, and business sectors. The outcomes of the study further indicate the significance of fostering connections between the realms of business and technology, particularly for organizations driven by innovation and creativity.

A.K, Malik N (2021). Conducted a study on "Impact of Artificial Intelligence on Employees working in Industry 4.0 Led Organizations" in Germany. This study makes an effort to gain a realistic understanding of the experiences, both good and bad, that employees have as a result of the adoption of AI and the resulting technostress. The research involved 32 experts with an average of 76 decades of work experience, spanning 9 distinct industries. The findings underscore the considerable adverse repercussions of AI acceptance, encompassing concerns about information security, data privacy, substantial shifts catalyzed by digital transformations, and escalating employment risks leading to employee insecurity.

Tambe P., Cappelli P., Yakubovich V. (2019) Conducted a study on "Artificial intelligence in Human Resource Management: Challenges and a path forward" in California Management Review. This article acknowledges several challenges in this context, such as the intricate nature of HR phenomena developed using data-driven algorithms. This depicts a conventional AI Lifecycle: Operations, Data Generation, Machine learning and Decision-making Building upon three interrelated principles— causal reasoning, randomization and experimentation, and active employee involvement—the article proposes pragmatic resolutions to these obstacles. These solutions are envisaged to be economically viable and socially acceptable, fostering the application of data science in effective people management.



III. RESEARCH METHODOLOGY

This assessment used the sensible way of thinking for research. This examination relies upon ETS method, giving sensible monetary ascribes rather than speculative credits. Using overwhelm spread sheet regard, the have gathered a money related appraisal model used in this assessment.

SAMPLING DESIGN

The master has picked delegates logistics Sector for the assessment work. To cover the whole individuals, the master has seen the comfort Sampling Method for the assessment.

SAMPLING POPULATION

Inspecting might be characterized as “The choice of some piece of a total the premise of which judgment or deduction about the total or totaling is made.”

Sampling Techniques

The examining procedure utilized in this examination is Accommodation inspecting, When the populace components for consideration in the example dependent on the straightforward entry, it tends to be called as comfort

Convenience Sampling

In this strategy, the example units are picked essential on the fundamental of the comfort to the examination.

Primary data:

Primary data are those which are collected a fresh and for the first time and thus happen to the original in character.

Secondary data:

Secondary data are those which have been already collected and analyzed by some earlier agency for its own use.

STATISTICAL TOOLS

- Simple percentage analysis
- Chi-square investigation
- Correlation
- Anova

1. SIMPLE PERCENTAGE

The simple percentage is calculated from the ratio between the number of respondents to the total number of respondents multiple by hundred.

No of respondents

Percentage of respondents = ----- X 100

Total no of respondents

2. CHI SQUARE TEST

A chi-square test is any statistical hypothesis test in which test statistic has a chi-square distribution when the null hypothesis is true, or any in which the probability distribution of the 18test statistic (assuming the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,

O_i = Observed frequency, E_i = Expected frequency

3. CORRELATION

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of none or two other variables.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

4. ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populaces implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one-way Anova test measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient,

MST = Mean sum of squares due to treatment MSE

= Mean sum of squares due to error



IV. DATA ANALYSIS AND INTERPRETATION

Think About the Perspectives of Logistics Performance

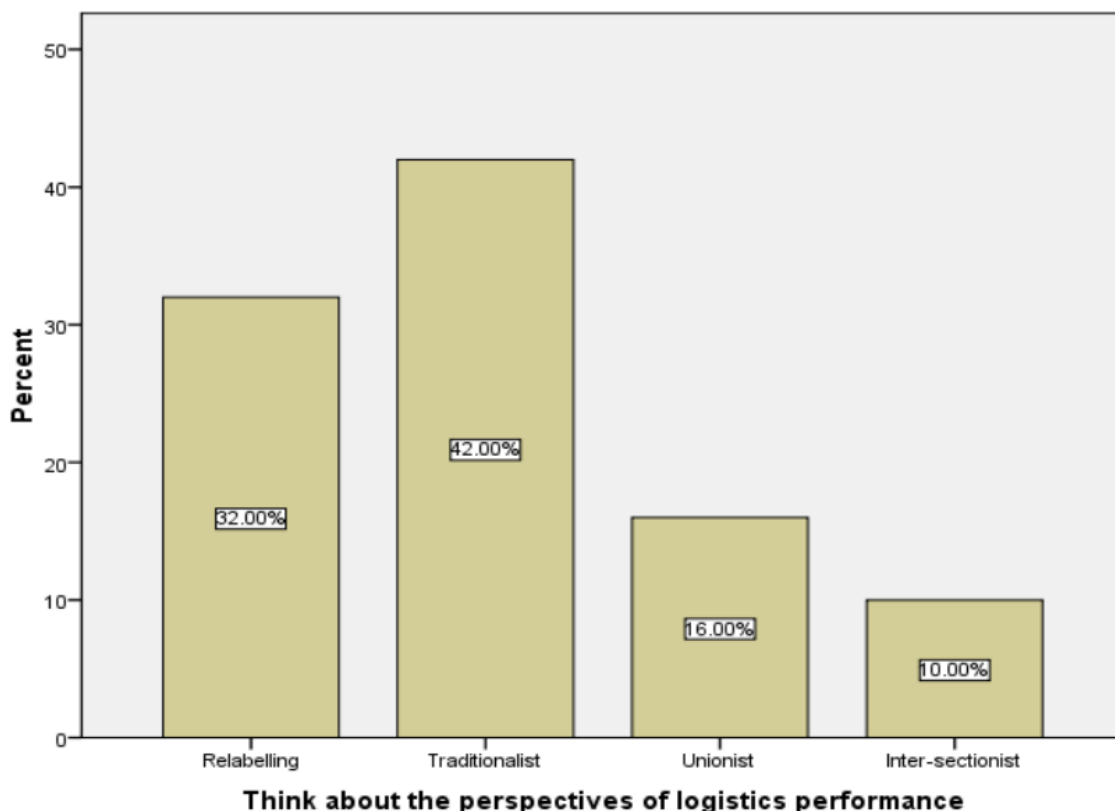
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Relabeling	48	32.0%
Traditionalist	63	42.0%
Unionist	24	16.0%
Inter-sectionist	15	10.0%
TOTAL	150	100.0%

Source: Primary data

INFERENCE

The above table shows that, 42.0% of the respondents are prefer relabeling, 32.0% of the respondents are prefer traditionalist, 16.0% of the respondents are prefer Unionist and remaining 10.0% of the respondents are prefer Inter-sections.

Thus the mostly 42.0% of the respondents are prefer relabeling.





The Internal Performance Measured of Logistics Department

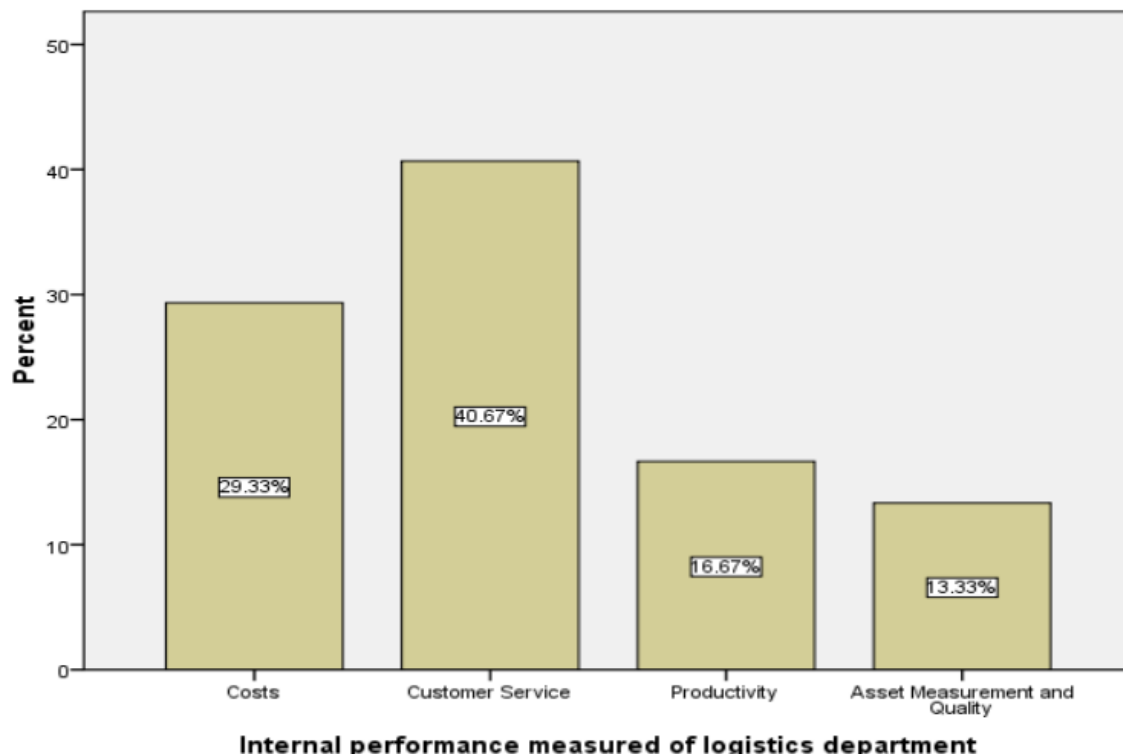
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Costs	44	29.3%
Customer Service	61	40.7%
Productivity	25	16.7%
Asset Measurement and Quality	20	13.3%
TOTAL	150	100.0%

Source: Primary Data

INFERENCE

The above table shows that, 40.7% of the respondents are measured Customer Service, 29.3% of the respondents are measured Costs, 16.7% of the respondents are measured Productivity and remaining 13.3% of the respondents are measured Asset Measurement and Quality.

Thus the mostly 40.7% of the respondents are measured Customer Service.





Logistics Cost of Your Company Compared with The Average Level

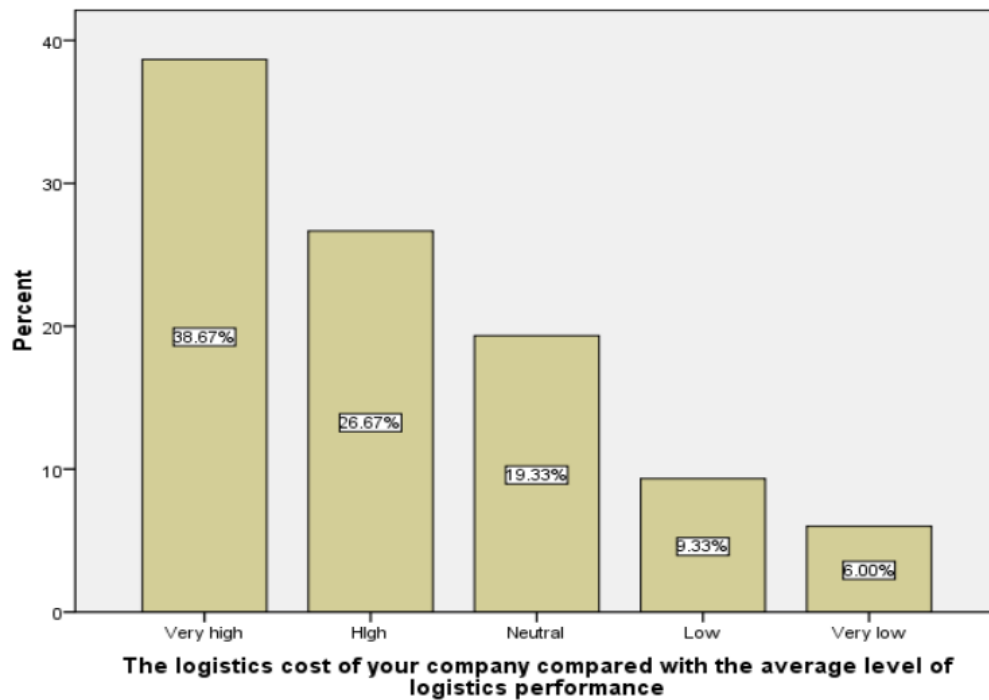
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Very high	58	38.7%
High	40	26.7%
Medium	29	19.3%
Low	14	9.3%
Very low	9	6.0%
TOTAL	150	100.0%

Source: Primary Data

INFERENCE

The above table shows that, 38.7% of the respondents are very high about logistics cost, 26.7% of the respondents are high about logistics cost, 19.3% of the respondents are low about logistics cost, 6.0% of the respondents are said very low about logistics cost.

Thus the mostly 38.7% of the respondents are very high about logistics cost.





**CHI SQUARE TEST
 NULL HYPOTHESIS**

H0: There no significant relationship between income group and level of satisfaction customer on time taken for delivery.

ALTERNATIVE HYPOTHESIS

H1: There is no significant relationship between income group and level of satisfaction customer on time taken for delivery

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income group * Level of Satisfaction Customer on Time Taken for Delivery	150	100.0%	0	.0%	150	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.501E2 ^a	12	.000
Likelihood Ratio	301.425	12	.000
Linear-by-Linear Association	131.393	1	.000
N of Valid Cases	150		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .67.

CORRELATION

The table shows the relationship between Years of working in this logistics firm and Manpower Development in the logistics performance in there organization growth



		Years of working in this logistics firm	Manpower Development in the logistics performance in your organisation growth
Years of working in this logistics firm	Pearson Correlation	1	.908**
	Sig. (2-tailed)		.000
	N	150	150
Manpower Development in the logistics performance in your organisation growth	Pearson Correlation	.908**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

V. FINDINGS

- Majority 62.0% of the respondents are male.
- Mostly 46.0% of the respondents come under the age group of 25-30 years.
- Mostly 36.0% of the respondents are qualified with graduate.
- Mostly 40.0% of the respondents are getting rs. 15,001 to rs. 20,000.
- Mostly 32.0% of the respondents are experienced below 2 years.
- Mostly 43.3% of the respondents are under procurement department.
- Mostly 47.3% of the respondents are being supervisor about designation.
- Mostly 42.0% of the respondents are prefer relabeling.
- Mostly 40.7% of the respondents are measured customer service.
- Mostly 38.7% of the respondents are very high about logistics cost.
- Mostly 31.3% of the respondents are belong to warehousing.
- Mostly 32.0% of the respondents are said agree about manpower development in the logistics performance.

VI. SUGGESTIONS

- Thereafter, detail study based on prior researches and future prospects of logistic management evident that effective logistics and financial management creates positive impact on

storage maintenance.

- On the basis of collected data and results, it is extracted that organization can enhance its reputation and performance by emphasizing on multiple dimensions of logistics that includes logistics effectiveness, responsiveness and logistics cost.

- Like other management areas, the effective logistic management is being considered as backbone for the organizations in the present era. Due to great focus on logistic management organizations achieve competitive advantage in the market

- Number of researches has been conducted worldwide on importance of effective logistic management and it has found that organizations are keenly focused to continuous improvement in logistics activities and operations

VII. CONCLUSION

This is the general understanding that financial measures and efficiency are always the most important measures in rating the storage maintenance. This is the reason that many previous studies have always regarded the two components the most effective tool of performance indicators. The last component responsiveness is least important in logistics management. This questionnaire that was structured to fetch the results however, also revealed some hidden facts that were not the part of the study such as customer focus is also the main variable that also contribute its primary role in comparing the



efficiencies of logistics but since our research model has ignored the component efficiency therefore can be regarded as the research limitation here. All in all, the can conclude that the study has been proved successful in evidencing that logistics effectiveness and financial efficiency have positive relation with storage maintenance. Due to increasing importance of this field, many researchers have already been conducted in this regard however still some practical side of the subject have been ignored which needs to overcome in the future work.

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