

## EMPLOYEES ORGANIZATION LOYALTY AS A STRATEGIC ROLE IN LOGISTIC MANAGEMENT

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### ABSTARCT

Day-to-day Operations for logistics management comprise in-and-out Management of third-party logistics providers, inventory control, supply and demand forecasting, supply and handling of goods, warehousing, handling, and fulfillment. Examining how employees are viewed in logistics management and how their participation is concealed is the goal of this study. The sample of the study is 120.

A descriptive research plan and convenience sampling method were used. The questionnaire was used as primary information.

Simple percentage analysis, one way anova & correlation statistical tools have been used to reach the study's conclusions. It is discovered that there is no meaningful connection between the educational qualification of the respondents and organization commitment as strategic role. It is advised that the staff be ready to accept any changes made to the company. The business must make it easy to set up suggestion and complaint boxes where they are needed. It is established that strategic management, outside partners, and outsourcing strategies for purchasing, supply and inventory management, as well as transportation, can work together to increase the efficacy of logistics..

**Key words:** Logistics, Warehousing, Supply, Strategic and Service Providers

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### INTRODUCTION :

Logistics definition is "The practice and science of obtaining, creating, and distributing goods and materials in the appropriate locations and quantities." Logistics meaning is "the doings of transporting commercial merchandise to customers." This rapidly evolving business discipline manages order fulfillment, storage, shipping, handling and packaging, all of which should be coordinated within a network of locations. Others advocate using the phrase "obtain the right product in the right amount and condition in the right place at the right time for the right customer at the right price" as their definition.

The entire process of acquiring, storing, and delivering resources to their designated place is referred to as logistics. Locating potential distributors and suppliers, as well as evaluating their efficiency and reach ability, are all part of logistics management.

Supply chain management includes logistics management, which is used to effectively plan, manage, and carry out the efficient transit and storage of important data, goods, and services from point of origin to point of destination. Businesses can save costs with the use of logistics management while providing better customer service. Organisations can utilise supply chain management functions, which are controlled by logistics management, to plan, manage, and implement ways for moving and storing goods.

### STATEMENT OF THE PROBLEM :

In the digital age, logistics is essential for optimizing supply chain operations and enhancing the customer experience. Businesses recognize the value of logistics management since it is a key factor in determining how the products are purchased, stored, and delivered to the final customer. It is important to embrace effective logistics management since supply chain management is a complex endeavor and

must stay current with trends. The only approach to expand the company is to optimize procedures and develop a reliable logistics strategy..

#### REVIEW OF LITERATURE:

**MariaKamariotou(2021)**Since logistics play a role in a company's overall strategic planning, e-business and IT applications help implement strategic planning in a way that is both efficient and successful. This point of view contends that earlier researchers disregarded the significance of Planning for information systems (IS) involves choosing and implementing the best IS for the circumstance at hand. This study examines the Information Systems Planning (ISP) stages that affect the process's outcome. Methods: 73 IT managers working for Greek SMEs in the logistics industry gathered data and used regression analysis to analyse it. Results: The analysis's findings indicate that executives should be aware of how IS planning can be strategically used to increase spiritedbenefit. Managers must also choose the appropriate IT infrastructure to match business strategy with organisational structure. Conclusions: The findings help managers concentrate on logistical tasks and understand the significance of such ISP in logistics. The benefits of choosing the right IS include enhanced spirited benefit, quicker message, aid with cost reductions, improved customer value, and the storage and retrieval of more accurate data.

**MarcinKomanda&EdytaKlosa(2021)**Their studyanswers the question of whether the size of a company affects the level of supposed importance of the aspects of organisational dealings that are manifested in the logistic workers' knowledge. It takes on the task of defining current challenges of execution of employees' aspects of data management in the area of company logistics. The conducted literature analysis reveals the principles governing the placement of the individual capital concept with regard to facts management and provides examples of how organisational conditionings impact an organization's effectiveness in the context of logistics and the participation of businesses in the supply chain. The transfer of a survey among the so-called logistics experts was justified by the revealed importance of employees' tacit knowledge for a company's growth (non-probability sampling, PSAQs, n=197). The analysis of the results showed that, from the perspective of the respondents, a company's recognition of employees who behave in accordance with organisational procedures as well as employees' familiarity and understanding of those procedures increases along with a company's size, which is measured as the number of employees. The presentation of the problem of organisational procedures is broadened and given a fresh viewpoint in the current paper. Their description, which had previously been part of the literature on the subject, concentrated on the viewpoint of the employees and the relationship between organisational practises and levels of job satisfaction.

**Golemska,Elzbieta&MarcinGolemski.(2020)**theirarticle,the new In the backdrop of a fresh experience with global logistification, trends in the growth of HR management and its function in logistics are given. The issue of type logistics competencies, mutual flows of investment, group and practical knowledge, and an increase in the internationalisation of businesses are some of the emerging developments. The essay describes a novel model of logistics' HR management role in light of this context. Finding the link between how a firm designs and performs its human function and the efficiency of logistics management is the goal. Management of talent and competences, managing people risks, and employer branding are the main facets of the personnel function. In order to identify the characteristics of the personnel function and to characterise the difficulties of proactive human resource management in logistics, several HR practises are investigated. The next section of the article presents the findings of empirical investigations done between 2017 and 2018 on 236 major, medium-sized, and small Polish businesses. The study used a diagnostic assessment, a questionnaire, and the

statistical method of factor analysis as its main tools. In light of the unique characteristics of Polish businesses, the second section of the paper proposes a unique copy of the human role in logistics organization. The conclusions are based on the study's findings and address mutually the current and future state of human resource management in logistics. The studies' findings acknowledge the pressure of comprehensive logistification on the total and arrangement of knowledge transfer in supply chains and reveal a growing decentralization of HR management in large and medium-sized businesses. As a result, there is a difference between the execution levels of recruits functions in big and medium-size businesses compare with tiny businesses.

**OBJECTIVES OF THE STUDY:**

1. To asses the employees organization commitment as a strategic role in the logistics management.
2. To obtain suggestions from the respondents to improve the strategies to execute in logistics management.

**RESEARCH METHODOLOGY:**

The field survey approach was predominantly used in the current study, which is empirical, to gather the necessary information on the issue. For the purpose of the study, data was collected both from books, journals, newspapers and reports. To obtain the necessary information from a select group of respondents, a personal interview technique was used. A sample of 120 employees selected through convenience sampling method. Statistical tools such as Simple Percentage, one way Anova and Correlation Analysis method have been used to analyze the primary data.

**RESEARCH DESIGN:**

The goal of the study is to achieve answers to the investigate questions and consistency with the financial system of method. It includes the plan, structure, and strategy for the inquiry. It serves as the conceptual framework for research and serves as the guide for data collecting, measurement, and analysis. The research combines descriptive and analytical methods.

**LIMITATIONS OF THE STUDY:**

The study based on the sample selected. The respondents' opinions might be biased in some way. As a result, results should not be generalised without care.

**ANALYSIS & INTERPRETATION:**

**Table 1: Demographic profile of the respondents**

PARTICULARS	VARIABLES	RESPONDENTS	PERCENTAGE
Gender	Male	83	70
	Female	37	30
	<b>Total</b>	<b>120</b>	<b>100</b>
Age	Below 20	16	13
	21-30	61	51
	31-40	18	15
	41-50	16	13
	Above 50	9	8
	<b>Total</b>	<b>120</b>	<b>100</b>
Education	HigherSecondary	17	12
	Graduate	47	39
	PostGraduate	26	22

	Diploma	6	5
	Others	24	20
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Marital Status</b>	Married	86	72
	Single	34	28
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Type of Family</b>	Nuclear	53	44
	Joint	67	56
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Salary</b>	Below10,000	37	31
	10,000-20,000	49	41
	20,001-30,000	26	22
	Above 30,000	8	7
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

The abovetable clearly states that the 70% of the respondents are between male employees.51percentof the respondents are between the age group between 21-30 years. 39% of the respondents have graduates. 86% of the respondents aremarried and they live in joint family.49% of the respondents’ monthly salary between 10,000-20,000.

**Table 2:Relationship between Educational Qualification of the Respondents &OrganisationCommitmentAsStrategicRole**

		EducationalQualification of theRespondents	OrganisationCommitment AsStrategicRole
EducationalQualification oftheRespondents	Pearson Correlation	1	-0.247**
	Sig.(2-tailed)		.007
	N	120	120
OrganisationCommitmentAs StrategicRole	Pearson Correlation	-0.247**	1
	Sig.(2-tailed)	.007	
	N	120	120

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

Table 2 shows that the test result of correlation analysis for indicates that out of 120 respondents, coefficient of correlation between educational qualification of the respondents and organization commitment asstrategic role is -0.247. It is below 1. So there is negative relationship between thiseducationalqualificationoftherespondentsandorganisationcommitmentasstrategic role.

**Table 3: Employees Knowledge as Strategic Role**

Employees Knowledge As Strategic Role					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	810.854	4	202.713	19.390	.000
Within Groups	1202.271	115	10.455		
Total	2013.125	119			

Table 3 states the age of the respondents in the employees knowledge as strategic role has a figure on 19.390 values and significance around .000 levels, than the sum of squares with in group between group's values have 1202.271 and 810.854 respectively. Hence, the significant value is not greater than 0.050 for which the significant percentage is not above 95%, hence rejecting alternative hypothesis. Thus, accepting null hypothesis i.e., There is no impact of age of the respondents and employees knowledge as strategic role.

### CONCLUSION :

Since there should be a decent chance for employees to learn about how their work is being distributed. Effective EDI is required to speed up work and transform the necessary information for all departments. An efficient web portal system is required, and it must guarantee appropriate information sharing. The employees must treat one another with respect. For their department's activities, the staff must receive enough training. Employees must therefore be ready to adapt any changes made to the company. The business must make it easy to set up suggestion and complaint boxes where they are needed. For each type of issue to be handled separately and quickly resolved. A company's supply chain system can perform better overall by using effective strategic management to plan and regulate quality, activity, and services in the operation industry across the public and private sectors.

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