Impact on Effective Logistics Management on Organsiational Performance with Special Reference to Sanguine Logistics Private Ltd., Chennai

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ABSTRACT

It is estimated that logistics accounts for 14.4% of India's GDP. It is more than 22 million people's main source of income. The smooth delivery of goods, freight, packages, raw materials, finished inventory, and packages from their point of origin to their intended receivers is ensured by a number of procedures that make up logistics management. The objective of the study is to analyse impact on effective logistics management on organsiational performance with special reference to Sanguine Logistics Private Ltd., Chennai. There were 169 respondents in the entire sample used for the study. Convenience sampling techniques has been adopted in the study. Percentage analysis, chi Square analysis, and correlation are three regularly used statistical procedures for data analysis. It is suggested that organizations must realize that communication is an important component of organization activity as it will help employees to understand what is expected of them during the logistics management process. The results demonstrate that reliable, timely information coming from both inside and outside the company is necessary for making prompt decisions. In conclusion, Sanguine Logistics Private Ltd.'s, Chennai, great operational performance depends on the monitoring and evaluation of all logistics and transportation processes.

Keywords: Logistics management, organisational performance and employee performance

1. INTRODUCTION

It is estimated that logistics accounts for 14.4% of India's GDP. It is more than 22 million people's main source of income. The smooth delivery of goods, freight, packages, raw materials, finished inventory, and packages from their point of origin to their intended receivers is ensured by a number of procedures that make up logistics management. These processes can either be automated or manual depending on the level of digital maturity an organisation has reached. Modern and effective logistics management enables businesses to discover new revenue streams, boost delivery profitability, and create wonderful customer experiences with the aid of technologies like Artificial Intelligence, Machine Learning, Predictive Intelligence, and the Internet of Things (IoT). Logistics management is one of the key components of supply chain management (SCM). Due to the difficulty of getting goods from the place of origin to the site of consumption, logistics management is crucial for keeping up with changing customer expectations, growing competition, and shifting market dynamics. Logistics is required for using, organising, executing, and controlling the movement and storage of goods and services to meet customer needs. Effective logistics management enables clear awareness of the transportation activities required to guarantee effective supply chain operations.

2. OBJECTIVES OF THE STUDY

- ➢ To analyse the logistics management on employees performance
- ➢ To measure the satisfaction level of logistics management on marketing performance
- ➢ To identify the logistics management on financial performance
- ➢ To assess the logistics management in the organisation and its impact on profitability

3. RESEARCH METHODOLOGY

Sample Size: Only the opinions and expectations of the employees were included in the study. There were 169 respondents in the entire sample used for the study.

Sample design: Convenience sampling techniques has been adopted in the study.

Statistical analysis: Percentage analysis, chi Square analysis, and correlation are three regularly used statistical procedures for data analysis.

3.1 SOURCES OF DATA

Primary Data: For any investigation, primary data refers to the initial observations that the researcher or his representatives collect and employ in their statistical analysis. The main data was gathered through the use of a questionnaire.

Secondary Data: By definition, secondary data refer to information that is previously public, i.e., data that has earlier been pooled and examined by another party. To get the data, journals, internet, and textbooks were employed.

3.2 HYPOTHESIS

➢ Chi-square

➢ Correlation

4. REVIEW OF LITERATURE

Kenneth W. Green (2008), The purpose of this work is to theorise and assess a logistics performance model that uses logistics performance as the central build, supply chain management scheme as an precursor, and organisational performance—both financial and marketing performance—as a result. Structural equation modelling is applied to examine data from a nationwide sample of 142 stand and operations managers. The results demonstrate a positive relationship between supply chain management strategy and logistics performance, as well as a positive relationship between logistics performance and supply chain management strategy and marketing performance, which in turn has a positive relationship with financial performance. The efficiency of logistics and supply chain management did not directly influence financial performance, it was found. Research This study's exclusive focus is on how logistics performance affects organisational performance in a supply chain environment. Real-world applications Manufacturers assist their organization's supply chain plan by working to enhance the logistics operations, which leads to enhanced performance for the entire supply chain and, eventually, their developed businesses. Organizational managers are being urged to pay close attention to supply chain activities like logistics in order to increase the competence potential of the supply chains in which their companies play a key role.

Fugate, B. S., Mentzer, J. T., and Stank, T. P. (2010), By experimentally examining the effects of logistics performance on organisational performance, this study explores the character of logistics performance and the position that logistics acting inside the firm. The three variables of logistics competence, efficacy, and distinctiveness are used to compute logistics performance as a second-order determining construct. The findings show a positive correlation between logistical performance and organisational performance. However, the idea of assessing logistics performance as a second-order determining construct is supported by both theory and research, showing that competence, good organization, and distinction are not always trade-offs but rather work in concert. Furthermore, managerial respondents' perceptions of organisational performance were strongly linked with secondary financial data for participating businesses acquired from Compustat, providing empirical support for the connection between logistical performance and organisational performance.

Khadijeh Kheyrabad (2015), The purpose of this work is to theorise and assess a logistics performance model that uses logistics performance as the central erect, supply chain management tactic as an precursor, and organisational performance—both financial and marketing performance—as a result. Results - The results demonstrate a positive relationship between supply chain management strategy and logistics performance, as well as a positive relationship between logistics performance and supply chain management strategy and marketing performance, which in turn has a positive relationship with financial performance. The efficiency of logistics and supply chain management did not directly influence financial performance, it was found. To compete at the supply chain level, manufacturers must have a supply chain management strategy. As part of this approach, supply chain partners must integrate and coordinate important external procedures including buying, selling, and shipping. The consequence of logistics performance on organisational concert within a supply chain setting is the exclusive subject of this study. Manufacturers assist their organization's supply chain tactic by working to enhance the logistics operations, which leads to enhanced performance for the entire supply chain and, eventually, their developed businesses.

Kamran Azeem, (2018), By this research, it will be possible to determine how a company adds value to its organisational growth in terms of operational effectiveness and cost-effectiveness. The research's main objective is to present a model for logistic management that takes a variety of elements into account. It is crucial to ensure that processes are appropriate, cost-effective, and time- and resource-effective rather than assuming that a company must reach a specific size in order to handle logistics effectively. Designing and putting into practise performance measure criteria is a continuous process that must be done in order to make the best decision for the company's future growth and development. According to researches, performance management has an impact on customer happiness, inventory management costs, finished goods delivery, and suppliers. The logistic management system's performance management method is connected to customer satisfaction. Successful firms have efficient logistical operations and skills. By effectively managing its supply chain and logistics, the company can gain a competitive advantage in terms of customer satisfaction and meeting market demands.

5. DATA ANALYSIS AND INTERPRETATIONS EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education	No. of Respondents	Percentage
HSC	24	14.0
UG	54	32.0
PG	42	25.0
Diploma	34	20.0
Others	15	9.0
Total	169	100.0

Source: Primary Data

INTERPRETATION: The above table depicts that 14% of the respondents have HSC, 32% of the respondents have completed UG, 25% of the respondents have completed PG, 20% of the respondents have completed diploma and 9% of the respondents have completed others.   Thus the majority of the respondents have completed UG.

CHART NO: 4.1
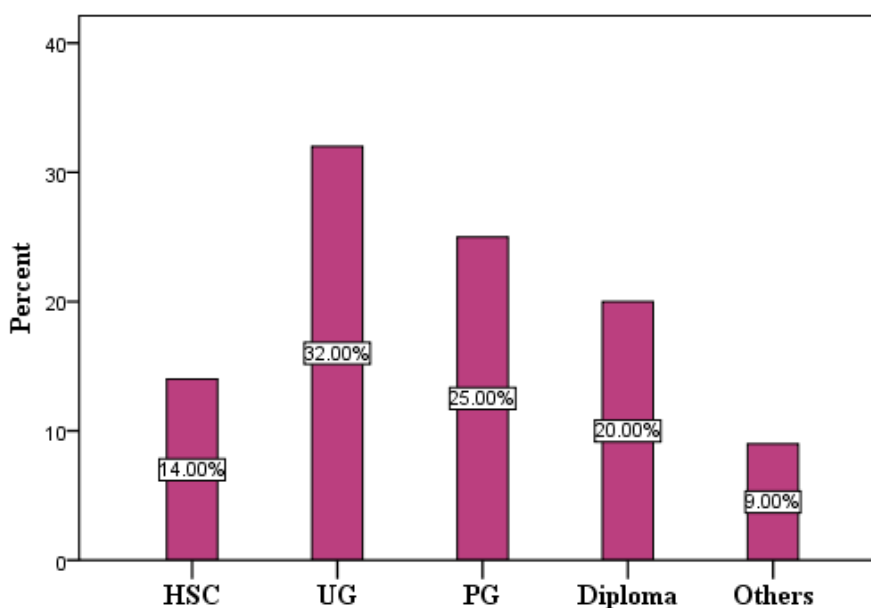
MONTHLY SALARY OF THE RESPONDENTS

Salary	No. of Respondents	Percentage
Below Rs.10000	39	23.0
Rs.10001-15000	49	29.0
Rs.15001-20000	35	21.0
Rs. 20,001-25,000	32	19.0
Above Rs. 25,000	14	8.0
Total	169	100.0

Source: Primary Data

 INTERPRETATION: The above table depicts that 23% of the respondents annual income is below Rs.10, 000, 29% of the respondents annual income is Rs.10,001-15,000, 21% of the respondents annual income is Rs.15,001-20,000, 19% of the respondents annual income is Rs.20,001-25,000 and 8% of the respondents annual income is above Rs.25,000. Thus the majority of   the respondents annual income is Rs.10, 001-15,000.

CHART NO: 4.2
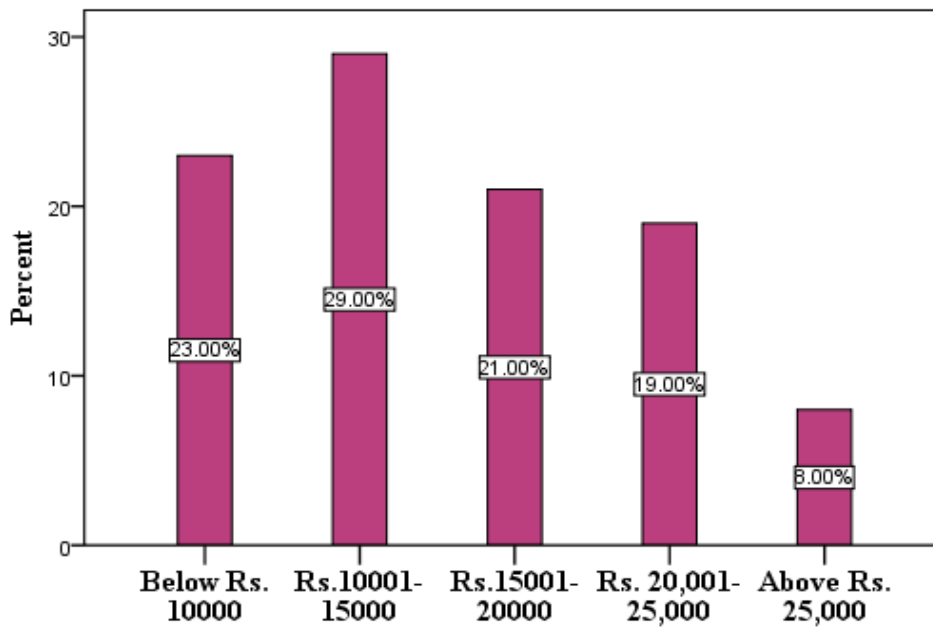
6. CHI-SQUARE ANALYSIS

Null hypothesis (Ho):

There is no significance relationship between experience of the respondents and effective logistics management on employees' performance.

Alternative hypothesis (H1):

There is some significance relationship between experience of the respondents and effective logistics management on employees' performance.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EXPERIENCE OF THE RESPONDENTS * EFFECTIVE LOGISTICS MANAGEMENT ON EMPLOYEES' PERFORMANCE	169	100.0%	0	.0%	169	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	636.030a	72	.000
Likelihood Ratio	503.021	72	.000
Linear-by-Linear Association	157.369	1	.000
N of Valid Cases	169		

a. 93 cells (97.9%) have expected count less than 5. The minimum expected count is .13.

INTERPRETATION:

As the minimum expected count is 0.13. Thus alternative hypothesis is accepted and it is found that there is significant difference between the experience of the respondents and effective logistics management on employees' performanceper the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level.

CORRELATION ANALYSIS

Correlations

		EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	LEVEL OF SATISFACTION IN EFFECTIVENESS OF LOGISTICS MANAGEMENT ON MARKETING PERFORMANCE
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Pearson Correlation	1	.962[**]
	Sig. (2-tailed)		.000
	N	169	169
LEVEL OF SATISFACTION IN EFFECTIVENESS OF LOGISTICS MANAGEMENT ON MARKETING PERFORMANCE	Pearson Correlation	.962[**]	1
	Sig. (2-tailed)	.000	
	N	169	169

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

INTERPRETATION:

The Above table indicates that out of 169 respondents, co-efficient of correlation between educational qualification of the respondents and increase the market share is 0.962. It is below 1. So there is positive relationship between educational qualification of the respondents and level of satisfaction in effectiveness of logistics management on marketing performance.

7. SUGGESTIONS

- ➢ Information about logistics should flow from supervisors to employees accurately.

- ➢ Inventory management needs to be improved because it will increase productivity inside the company.

- ➢ Organizations must realize that communication is an important component of organization activity as it will help employees to understand what is expected of them during the logistics management process.

8. CONCLUSION

In order to better understand how logistics information flow affects the association between logistics management magnitudes and business presentation, a study was conducted. This study demonstrated that inventory management and information flow management have no impact on Sanguine Logistics Private Ltd. performance. The results demonstrate that reliable, timely information coming from both inside and outside the company is necessary for making prompt decisions. In conclusion, Sanguine Logistics Private Ltd.'s, Chennai, great operational performance depends on the monitoring and evaluation of all logistics and transportation processes.

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