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## **OPPORTUNITIES OF NEW OPERATIONAL MANAGEMENT TECHNIQUES: A STUDY IN RELATION TO LOGISTICS**

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### **Abstract**

Logistics controls the movement of commodities, communication, and other supplies between their point of origin and their destination. The aim of this study is to understand opportunities provided by new Operational Management Techniques in Logistics. Regression analysis is used, and a quantitative research design is followed. The primary data collection method is a questionnaire is used. A sample of 200 employees who have been working in the logistics department was taken on a convenient sampling basis. The analysis concluded that New Operational Management Techniques provide advantages in Logistics. Therefore, new management techniques should be included in logistics.

**Keywords:** *Poverty, Human Capital, Regression*

### **Introduction**

Companies use a variety of business improvement strategies to improve their overall business performance. A company has ability to sustain a competitive advantage is increasingly seen as being influenced by how well its value chain and logistics are managed. Logistics controls the movement of commodities, communication, and other services between their point of origin and their destination. To go above the client's expectations, this is done (Lee 2018). If you want to correctly optimize your company's logistics operation, you must give priority to a number of important factors. These components collectively improve supply chain efficiency and lessen the labour required to complete various logistical activities (Arikkök, 2017). The logistic manager has to make sure that the company's system for managing logistics is functional and efficient. The right services and products must be supplied at the right time and price, whether delivered within the organization's walls or via shipping that is sent beyond its boundaries. Locating raw supplies, inventories for work-in-progress, and completed merchandise within the most economical way feasible is the operational responsibility of logistics. (Peng & Lai 2012).

### **LR**

There are various researches being conducted in this topic like:

According to **Ahmed et al. (2020)** natural resource rent raises ecological footprint. Human capital reduces environmental degradation, but urbanization and economic growth worsen it. Human capital



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moderates urbanization and reduces environmental deterioration. Bootstrap causality estimates show natural resources cause ecological footprints. Urbanization also Granger-causes an ecological footprint without feedback. Carbon footprint is used to verify the results. Finally, comprehensive environmental policy actions are suggested. In a similar context, **Ahmed & Wang (2019)** indicated that human capital significantly contributes negatively to the environmental impact. The outcomes of the bidirectional causality reveal that Granger's intellectual capital definitely affects the ecological impact. Energy usage also has an effect on environmental footprints, despite the fact that there is an inverse U-shaped relationship between carbon impact and economic growth. The results show that investing in human capital has the potential to lessen our ecological footprint. In a similar context, **Teixeira & Queirós (2016)** suggest that the lack of industrial structures in a country that can effectively integrate persons with high levels of education into the productive system is the root cause of countries experiencing unsatisfactory levels of economic return.

### **Aim**

From the above discussion it is found that the research has not been conducted in this area specifically. So the aim of this study is:

- To study the opportunities provided by new Operational Management Techniques in Logistics.

### **Hypothesis**

**Ha1:** New Operational Management Techniques provide new opportunities in Logistics.

### **Material and Method**

Regression analysis is used to achieve the research study's aim, and a quantitative research design is followed. The primary data collection method, which is a questionnaire, is used. A sample of 200 employees who have been working in the logistics department was taken on a convenient sampling basis

### **Results and Discussions**

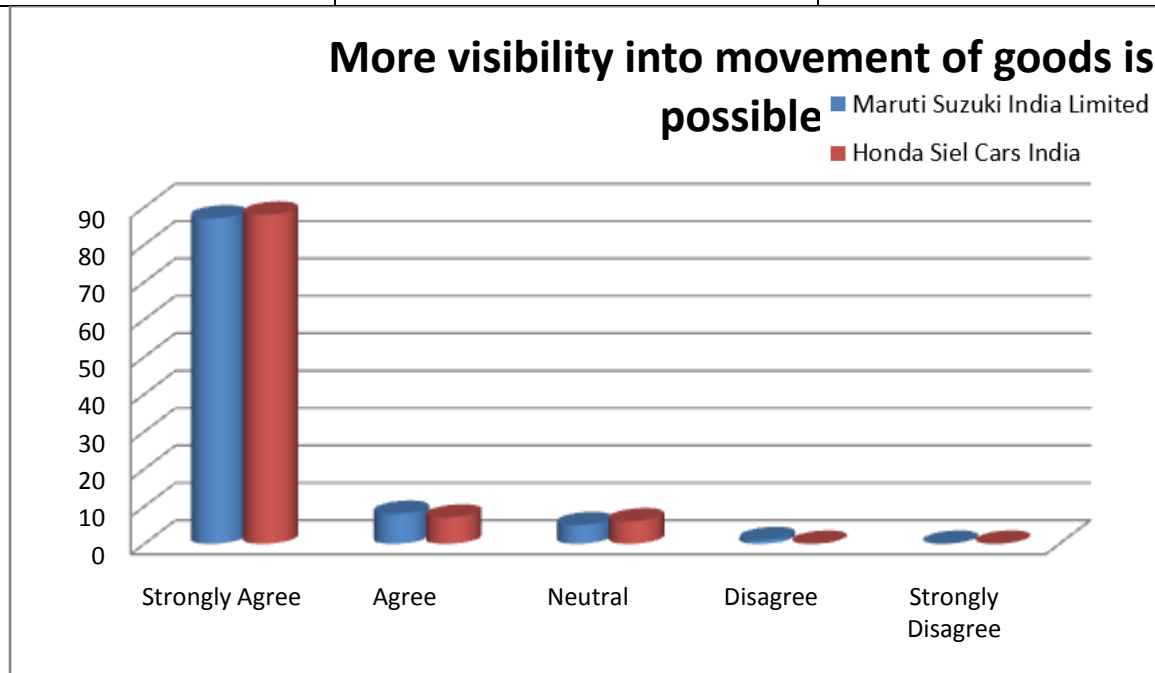
**OBJECTIVE1:** To study the opportunities new Operational Management Techniques in Logistics provide.

**Ha1:** New Operational Management Techniques provide new opportunities in Logistics

**Question 1:** Do you feel more visibility into the movement of goods is possible due to new operational management in logistics?

**Table 1: More visibility into the movement of goods is possible**

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	87	88
<b>Agree</b>	8	7
<b>Neutral</b>	5	6
<b>Disagree</b>	1	0
<b>Strongly Disagree</b>	0	0



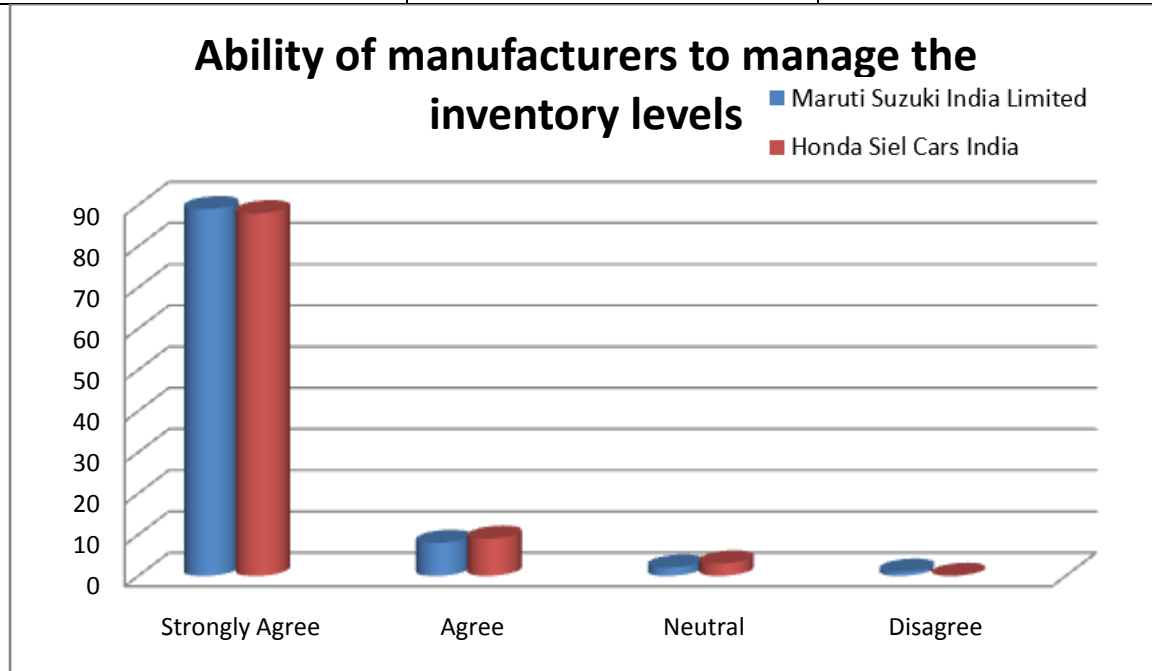
**Figure 1: More visibility into the movement of goods is possible**

According to table 1 and figure 1, 95 employees feel new operational management in logistics allows more visibility into goods movement, 5 are neutral, and 1 disagrees. According to 95 Maruti Suzuki India Limited employees, 6 of whom are indifferent, new logistics operations management allows increased visibility into product transportation. Compared to Honda Siel Cars India.

**Question 2:** Do you feel the ability of manufacturers to manage the inventory levels has improved due to new operational management in logistics?

**Table 2: The ability of manufacturers to manage inventory levels has improved**

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	89	88
<b>Agree</b>	8	9
<b>Neutral</b>	2	3
<b>Disagree</b>	1	0
<b>Strongly Disagree</b>	0	0



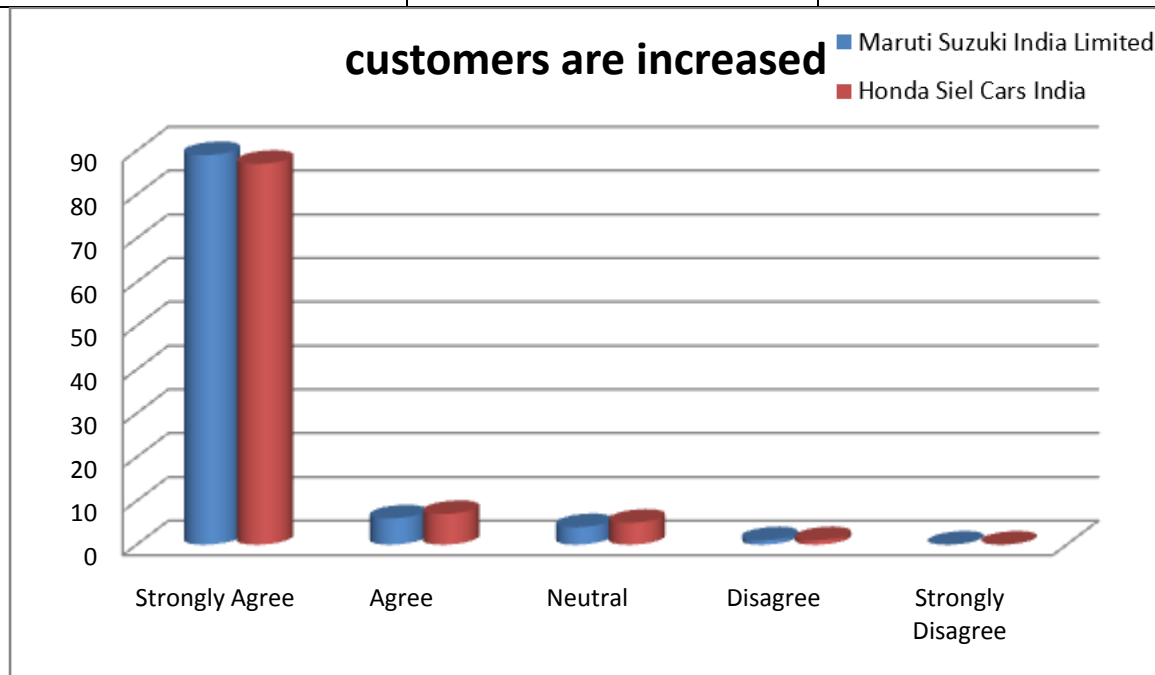
**Figure 2: The ability of manufacturers to manage inventory levels has improved**

Table 2 and figure 2 data give the following conclusions: New logistics operational management has helped manufacturers control inventory levels, according to 97 employees, 2 impartial, and 1 disagreeing. 97 Maruti Suzuki India Limited employees agree, 3 are neutral, and 0 disagree that new operational logistics management has helped producers manage inventory levels. Honda Siel Cars India has 97 agree, 3 neutral, and 0 disagree.

**Question 3:** Do you feel customers are increased due to new operational management in logistics?

**Table 3: Customers are increased due to new operational management in logistics due to furtheractive management in logistics**

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	89	87
<b>Agree</b>	6	7
<b>Neutral</b>	4	5
<b>Disagree</b>	1	1
<b>Strongly Disagree</b>	0	0



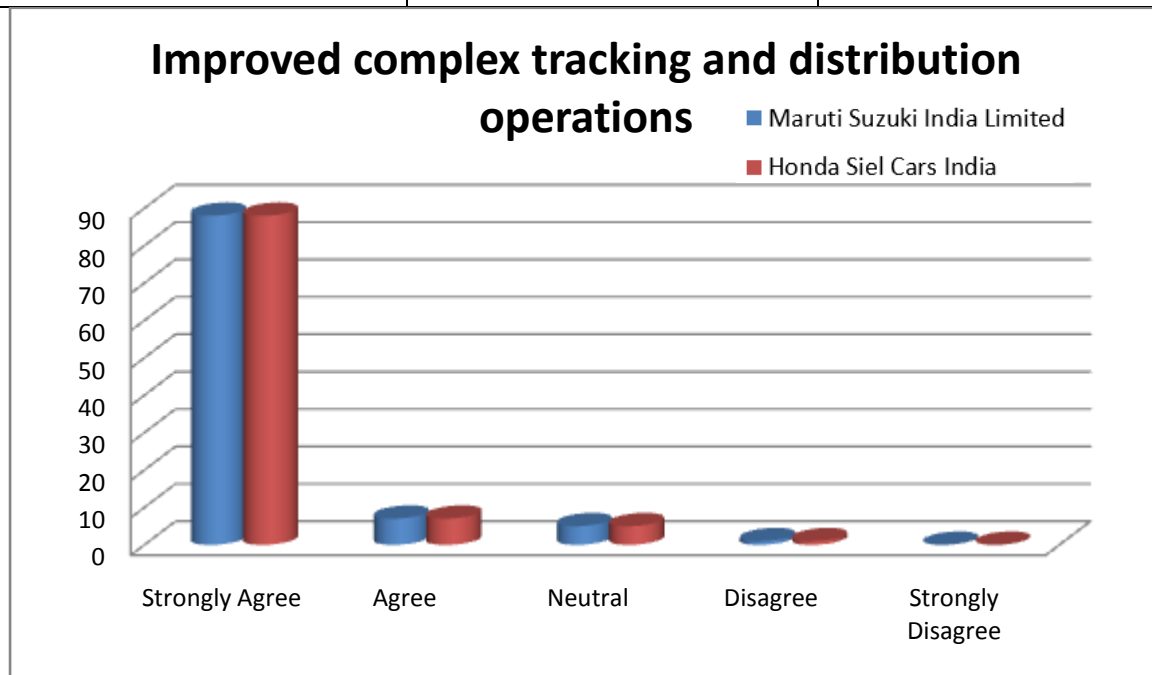
**Figure 3: Customers are increased due to new operational management in logistics**

It is possible to draw a conclusion from the data presented in table 3. For example, figure 3 shows that 95 employees at Maruti Suzuki India Limited agree with the statement that customers have increased due to new operational management. In comparison, four employees are neutral about the statement, and 1 employee does not agree with the information. In contrast to these findings, the employees of Honda Siel Cars India responded as follows: 94 employees believe that there has been an increase in customers as a result of new operational management, 5 employees are indifferent, and 1 employee disagrees with this statement.

**Question 4:** Do you feel the complex tracking and distribution operations have improved due to new operational management in logistics?

**Table 4:** Complex tracking and distribution operations has improved due to new operational management in logistics

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	88	88
<b>Agree</b>	7	7
<b>Neutral</b>	5	5
<b>Disagree</b>	1	1
<b>Strongly Disagree</b>	0	0



**Figure 4:** Complex tracking and distribution operations has improved due to new operational management in logistics

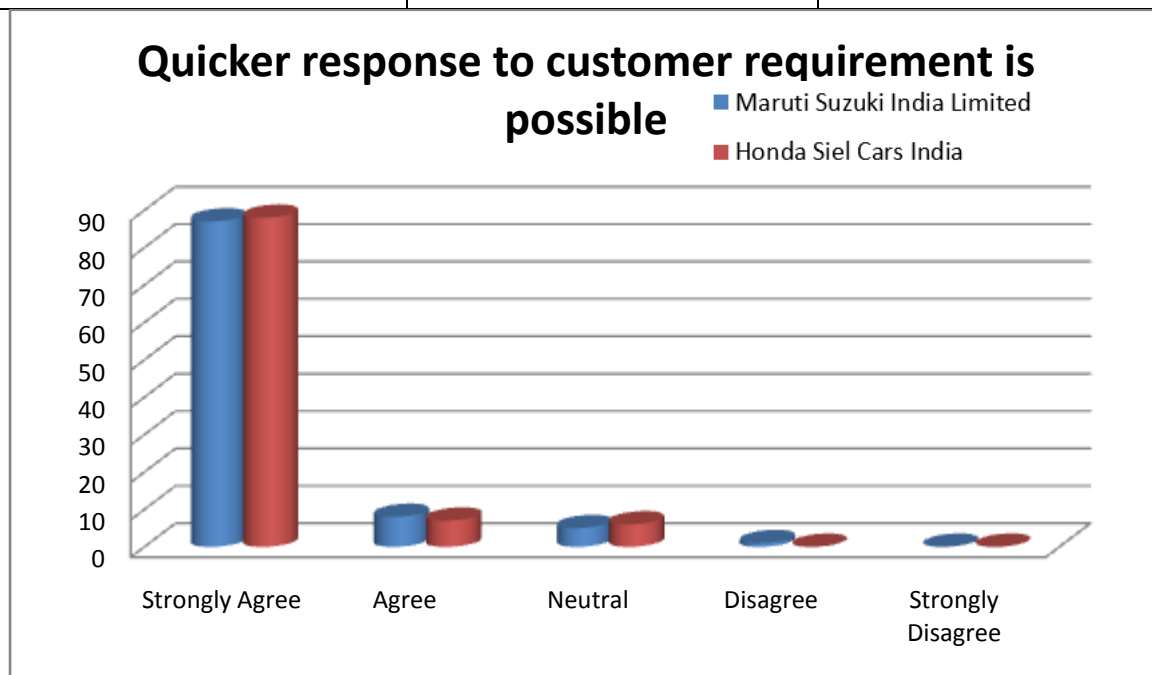
The data shown in table 4 and figure 4 allow us to draw the conclusion that 95 employees believe there is an improved complex tracking and distribution operations, whereas 5 employees are neutral and 1 employee disagrees with this assessment. For example, Maruti Suzuki India Limited has 95 employees who agree, 5 who are neutral, and 1 who disagrees that there is an improved complex tracking and distribution operations due to new operational management in logistics. This compares to Honda Siel Cars India, where 95 employees agree, 5 employees are neutral, and 1 employee disagrees.

**Question 13:** Do you feel the quick response to customer requirements is possible due to new operational management in logistics?



**Table 5:** Quicker response to customer requirements is possible due to new operational management in logistics

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	87	88
<b>Agree</b>	8	7
<b>Neutral</b>	5	6
<b>Disagree</b>	1	0
<b>Strongly Disagree</b>	0	0



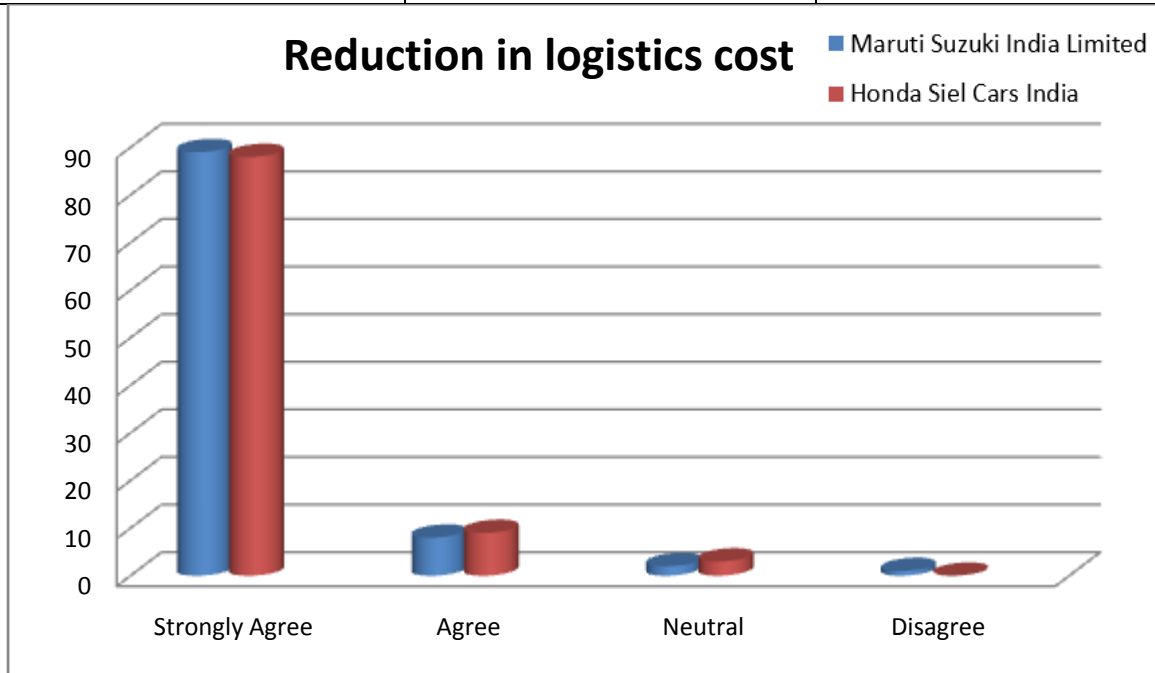
**Figure 5:** Quicker response to customer requirements is possible due to new operational management in logistics

Compared to Honda Siel Cars India, where 95 employees agree, 6 are neutral, and no one disagrees that there is a quicker response to customer requirement is possible due to new operational management in logistics, 95 employees at Maruti Suzuki India Limited agree, 5 are neutral, and 1 disagree. Table 5 and figure 5 show 95 Honda Siel Cars India workers.

**Question 6:** Do you feel there is a reduction in logistics costs due to new operational management?

**Table 6:** There is a reduction in logistics cost due to new operational management in logistics

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
<b>Strongly Agree</b>	89	88
<b>Agree</b>	8	9
<b>Neutral</b>	2	3
<b>Disagree</b>	1	0
<b>Strongly Disagree</b>	0	0



**Figure 6:** There is a reduction in logistics cost due to new operational management in logistics

Table 6 and figure 6 data allow the following conclusions: 97 employees believe that new logistics operational management has reduced logistical costs; 2 are neutral; and 1 disagrees. Comparing Maruti Suzuki India Limited to Honda Siel Cars India, 97 individuals agree, 3 are indifferent, and no one disputes that modern logistics operational management has reduced logistical costs.

**Therefore, from the above analysis, it can be concluded that the alternate hypothesis that New Operational Management Techniques provide advantages in Logistics is accepted.**





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## Conclusion

Logistics manages the transfer of goods, data, and some other supplies from their initial point of entry to their ultimate destination. This research aims to examine the possibilities offered by new operational management techniques in logistics. Regression analysis is used, and a quantitative research design is implemented. The primary process of gathering data is through the questionnaire. Two hundred individuals who have worked in the logistics department were chosen using a practical sampling method. The analysis found that New Operational Management Techniques are advantageous for logistics. Consequently, logistics should apply contemporary management techniques.

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