



ADVANTAGES OF NEW OPERATIONAL MANAGEMENT TECHNIQUES: A STUDY IN RELATION TO LOGISTICS

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Abstract

Logistics controls the movement of commodities, technology, and other materials between the point of beginning and the point of utilization. The aim of this study is to study the advantages of 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 used. A sample of 50 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: *Logistics, Human Capital, Operational Management Techniques*

Introduction

Logistics manages the transmission of goods, knowledge and other services between the origination location and the site of utilization. This is done with the purpose of exceeding the client's expectations (Lee 2018). There are critical aspects of your company's logistics operation that must be prioritized if you wish to optimize it properly. These components work together to improve supply chain efficiency and lower the amount of effort required for various logistical activities (Arikkök 2017). The Indian economy is on the fast track, despite the fact that the country is currently experiencing a slowdown in the economy that is expected to revive (Copacino 2019), and with numerous government investments in the logistics infrastructure, the assumption from the logistic service providers will only grow in terms of the fulfilment of the enhanced demands of the customer (Peng & Lai 2012).

LR

There are various types of research being conducted on this topic:

According to **Hitt et al. (2016)**, resource-based theory (RBT) is growing in operations management research. RBT's development and current use in operations management research and knowledge are examined, and nine journals' recent six-year or more papers are assessed. This analysis and evaluation reveal many research flaws and highlight some RBT in operations management research subjects. The researcher found that RBT can enrich operations management research and contribute to this subject and related domains.



In a similar context, **Thomé et al. (2016)** conducted an SLR, a standard research method. Operations management lacks SLR suggestions (OM). Step-by-step guidance is detailed enough to ensure no critical procedures are omitted and simple enough to understand and use. This paper examines rigorous SLR, analyses current and emerging issues in organizational structure suggests a study agenda, and demonstrates a rising usage of existing literature in administrative management, particularly for subjective SLR and classic narrative reviews.

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:

1. To study the advantages of New Operational Management Techniques in Logistics.

Hypothesis

Ha1: New Operational Management Techniques provide advantages 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 used is a questionnaire. A sample of 50 employees who have been working in the logistics department was taken on a convenient sampling basis.

Results and Discussions

OBJECTIVE 1: To study the advantages of New Operational Management Techniques in Logistics.

Ha1: New Operational Management Techniques provide advantages in Logistics.

Question 1: Do you feel there is an increment in customer satisfaction due to new operational management in logistics?

Table 1.1: Increment in customer satisfaction due to new operational management in logistics

	Maruti Suzuki India Limited	Honda Siel Cars India
Strongly Agree	76	75
Agree	6	6
Neutral	4	5
Disagree	1	1
Strongly Disagree	0	0

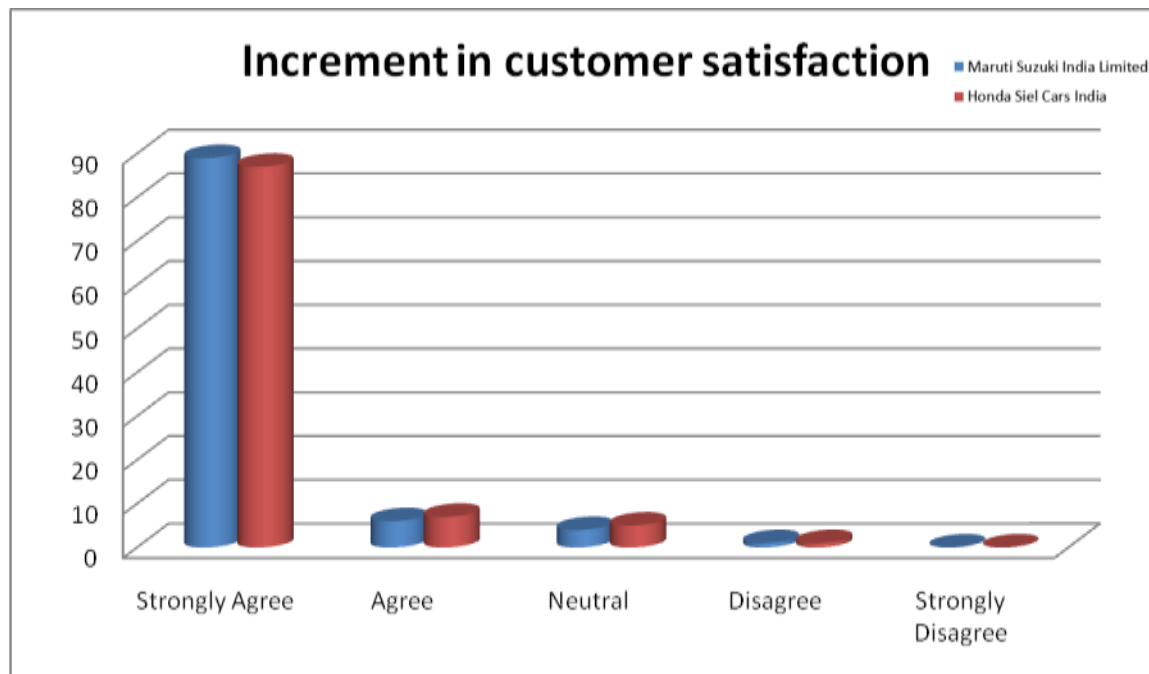


Figure 1.1: Increment in customer satisfaction

According to the data presented in table 1.1 and figure 1.1, it is possible to draw the conclusion that 95 employees agree with the statement that there is an increase in customer satisfaction due to new operational management in logistics. In comparison, four employees are neutral, and one employee disagrees with the statement. Compared to “Honda Siel Cars India, Maruti Suzuki India Limited” has 94 employees who agree, 5 who are neutral, and 1 who disagrees that there is an increase in customer satisfaction owing to new operational management in logistics.

Question 2: Do you feel there is a reduction in order processing time due to new operational management in logistics?

Table 1.2: Reduction in order processing

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
Strongly Agree	79	84
Agree	9	7
Neutral	6	5
Disagree	3	3
Strongly Disagree	3	1

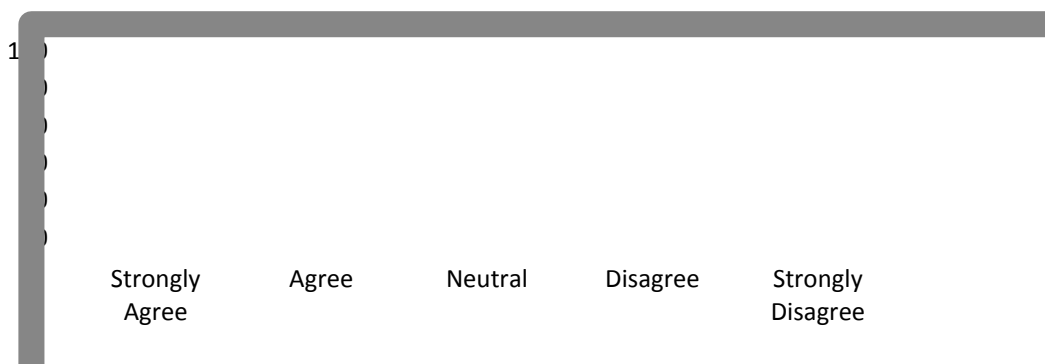


Figure 1.2: Reduction in order processing time



According to the data presented in table 1.2 and figure 1.2, it is possible to draw the conclusion that 88 employees agree with the statement that there is a reduction in order processing due to new operational management in logistics, while 6 employees are neutral and 6 employee disagrees with the statement. Compared to “Honda Siel Cars India, Maruti Suzuki India Limited” has 91 people who agree, 5 people who are neutral, and 4 person who disagrees with the statement that there has been a reduction in order processing due to new operational management in logistics.

Question 3: Do you feel there is an increment of security due to new operational management in logistics?

Table 1.3: Increment of security

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
Strongly Agree	78	79
Agree	4	3
Neutral	1	1
Disagree	8	9
Strongly Disagree	9	8

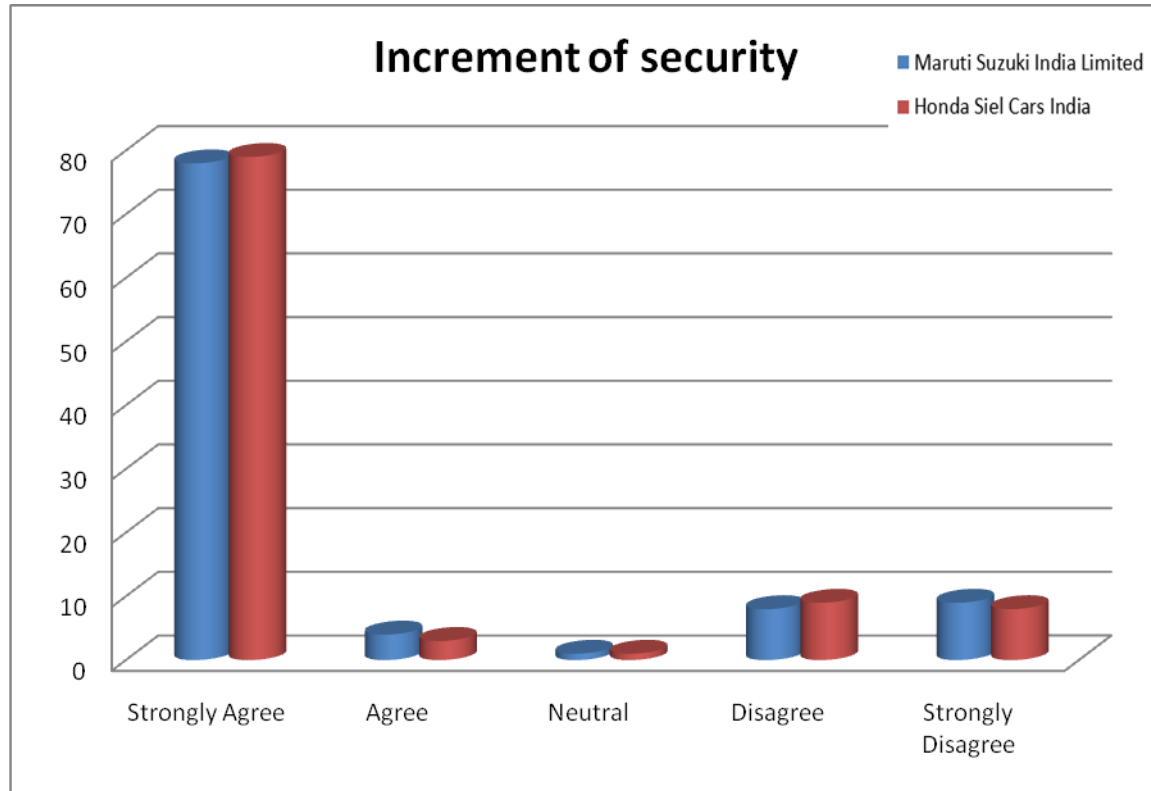


Figure 1.3: Increment of security

According to table 1.3 and figure 1.3, 82 Honda Siel Cars India personnel believe new logistics operational management increases security, while 1 is neutral and 17 disagree. 82 employees think new logistics active management increases security, 1 are neutral, and 17 disagree. Compared to Honda Siel Cars India.

Question 4: Do you feel there is an improvement in service quality due to new operational management in logistics?

Table 1.4: Improvement in service quality

	“Maruti Suzuki India Limited”	“Honda Siel Cars India”
Strongly Agree	89	88
Agree	8	9

Neutral	2	3
Disagree	1	0
Strongly Disagree	0	0

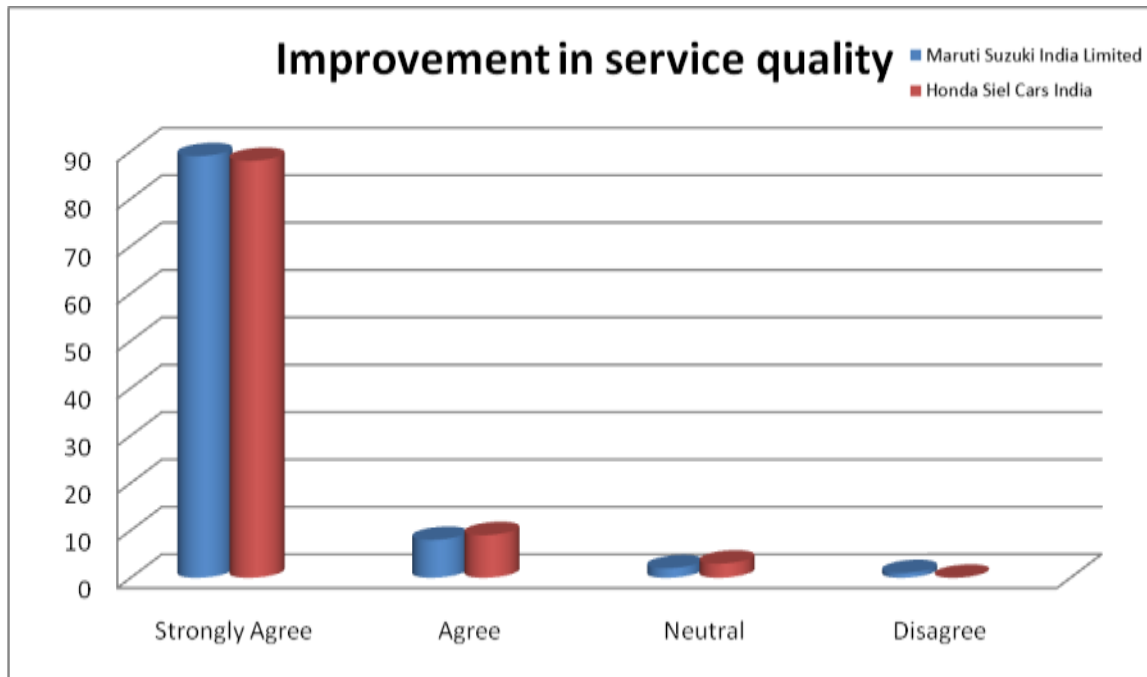


Figure 1.4: Improvement in service quality

Table 1.4 and picture 1.4 data allow the following conclusions: New logistics operational management has improved service quality, according to 97 employees, 2 neutral, and 1 disagreeing. New logistics active management has improved service quality; according to 97 Maruti Suzuki India Limited employees, 3 were indifferent, and 0 disagreed. Honda Siel Cars India has 97 agree, 3 neutral, and 0 disagree.

Question 5: Do you feel there is cost reduction due to new operational management in logistics?

Table 1.5: There is cost reduction

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

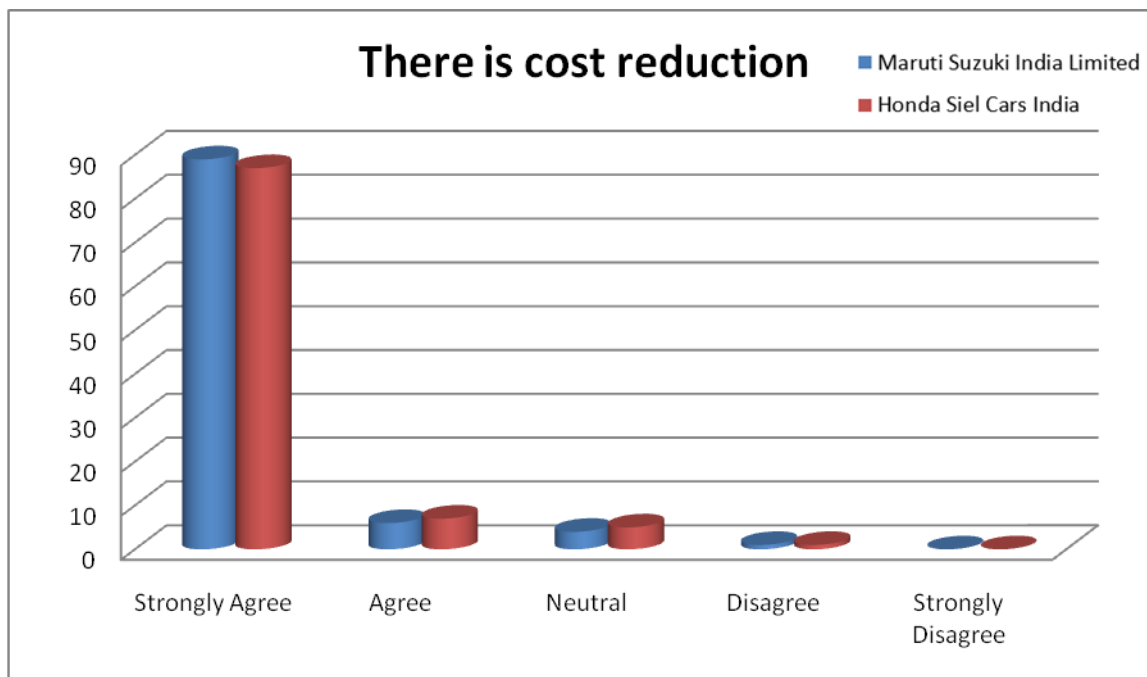


Figure 1.5: There is cost reduction

According to table 1.5 and figure 1.5, 95 Maruti Suzuki India Limited employees believe improved operational management has reduced logistical costs, 4 are neutral, and 1 disagrees.

Honda Siel Cars India workers disagreed: 94 employees think new active management has cut expenses, 5 are indifferent, and 1 disagrees.

Question 6: Do you feel there is an increment of flexibility due to new operational management in logistics?

Table 1.6: Increment of flexibility

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

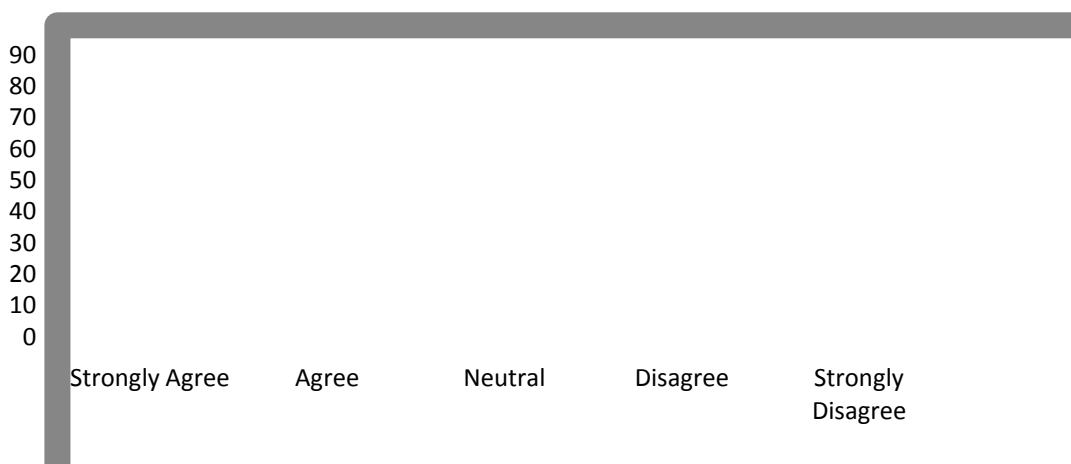


Figure 1.6: Increment of flexibility

The data shown in table 1.6 and figure 1.6 allow us to draw the conclusion that 95 employees believe there is an increase in flexibility, whereas 5 employees are neutral and 1 employee disagrees with this assessment. Maruti Suzuki India Limited has 95 employees who agree, 5 who are neutral, and 1 who disagree that there is an increment of flexibility due to new operational management in logistics. This compares to Honda Siel Cars India, where 95 employees agree, 5 are neutral, and 1 disagree.

Question 7: Do you feel there is an increment in productivity due to new operational management in logistics?

Table 1.7: Increment of productivity

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

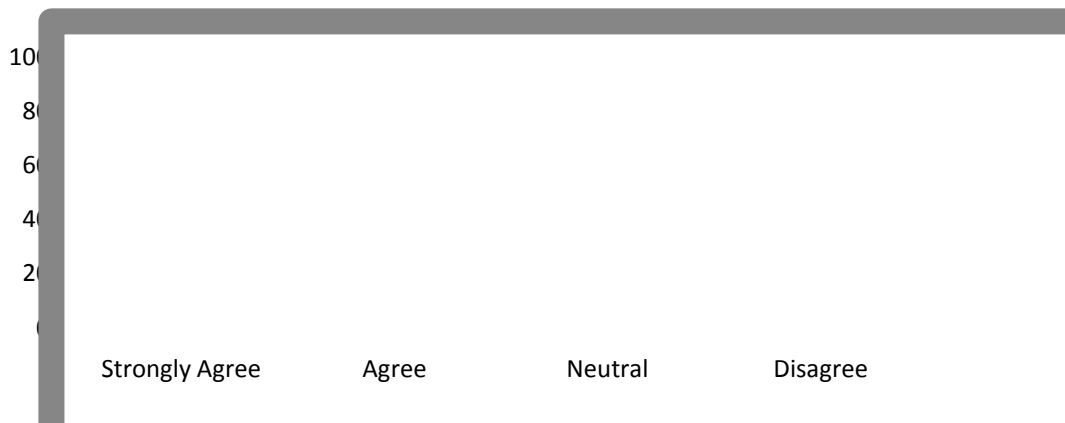


Figure 1.7: Increment of productivity



When compared to Honda Siel Cars India, where 95 employees agree, 6 employees are neutral, and no one disagrees that there is an increment of productivity due to new operational management in logistics, it can be concluded that 95 employees at Maruti Suzuki India Limited agree, 5 employees are neutral, and 1 employee disagrees that there is an increment of productivity due to new operational management in logistics. This can be contrasted with the results from table 1.7 and figure 1.7 above, which show that 95 employees at Honda Siel Cars India.

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

Conclusion

Logistics controls the movement of commodities, documentation, and other materials between their point of origin and their destination. Studying the benefits of New Operational Management Techniques in Logistics is the goal of this investigation. The quantitative research design is applied, and regression analysis is employed. The questionnaire is the primary method of data collection. On the basis of convenient sampling, 200 people who have worked in the logistics department were selected. According to the investigation, New Operational Management Techniques have benefits for Logistics. Therefore, logistics should incorporate modern management strategies.

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