

INNOVATIONS AND SOLUTIONS IN BUSINESS LOGISTICS

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Summary

Logistics services are critical for achieving a competitive edge and ensuring delighted consumers. The success with which the aforementioned aims are accomplished is greatly reliant on the coordination administrations' competence and their capacity to keep a long-term view on the issue. A lot of queries in this subject have recently been received and are progressing swiftly.

Many different types of papers have been sent to various companies and perception centres. Numerous metrics have been associated with various methods. Logistics services require major help if they are to develop significantly. Logistics services require a great deal of assistance if they are to see significant improvements. Since the emergence of COVID-19, logistical services have been in greater demand than they were prior to the epidemic. This is the time at which a significant number of logistics companies became unable to keep their promises. Many of them were overwhelmed by the quantity of orders and restrictions placed on them by the nations they passed through. This is one of the reasons why measures for improving logistical services are required.

In summary, the goal of this research was to look into the newest logistical breakthroughs and smart technologies, as well as present new goods and services.

Keywords: innovations, solutions, logistics

Introduction

Logistics encompasses the transportation and collection of goods, as well as the supply of administrations in towns and cities. It moreover incorporates activities like product storage and stock management, waste administration, workplace and family expulsions, and home delivery services (Jean-Paul, 2020). Areas demand a large number of products and administrations for business and household use because of their large populations and extensive commercial foundations. The expanding importance of freight transportation is tied to population growth and subsequent financial development in metropolitan areas. This is because the need for freight transportation administrations is increasing. Transportation in logistics is of high quality in terms of economic relevance in all regions of a nation, as well as the quality of life of people who live and work there (Consignor, 2020).

In any event, freight transport has a detrimental influence on the country if it is not viable in terms of delivering the necessary products and administrations. In order to address and overcome these negative repercussions, governments must develop cargo maintain ability processes that attempt to balance the financial, social, and natural implications of cargo transport operations. This entails determining the goals of such a strategy and then developing and executing suitable policy measures to achieve those goals. It is critical that governments collaborate closely with enterprises involved in supply chain and transportation operations when developing these supportability objectives and benchmarks. This makes a difference in extending the success of approach measures and implementation techniques, as well as anticipating them.

The research's goal is to find successful solutions and improvements in corporate logistics and make recommendations for them. The research focuses on logistics service innovation and solutions all over the world. Data for this study was collected through a combination of in-depth bibliographical research, interviews with experts in the field of logistics, and questionnaires sent out to various target audiences. As a result of this investigation, the report summarises the study objectives and analyses the findings. The report provides a summary of the research objectives as well as an analysis of the findings. The report finishes with a summary of ideas for improving corporate logistics.

Research aim: to identify and suggest recommendations for the effective solutions and innovations in business logistics

The following **objectives** have been set to achieve the aim:

1. To analyse the theoretical framework of innovations in logistics
2. To identify conceivable outcomes of incorporating sustainable innovations in business logistics.
3. To prepare ways of finding innovations and solutions in business logistics

Research object and methods

Generally speaking, research goals are concise descriptions of what the researcher hopes to achieve via his or her study. Detailed descriptions of the achievements that a researcher aims to attain via the project are included in these

papers, which also serve as guidelines for the study team. In order for a research goal to be feasible, it must be developed in light of available time, research infrastructure needs, and other resources, among other factors, before proceeding. Prepare for your research by being acquainted with all of the latest advances in your area of study and identifying any knowledge gaps that need to be addressed before you develop a research goal. Because of this, you will be better prepared to set acceptable goals for your research project as a consequence of this experience.

The research object for this paper was finding the solutions and innovations for business logistics with the approach of smart and sustainability.

The methods used in this research was questionnaire given out to targeted groups mainly people in the business logistics field. Additionally, primary and secondary data and documents were analysed. In research, questionnaires are used to elicit useful information from respondents by asking them a series of organised questions. These instruments allow for the use of written or spoken questions; the structure is similar to that of an interview, therefore typed questions were created and distributed to respondents. Questionnaires can be qualitative or quantitative in nature, and they can be administered online, by phone, on paper, or face-to-face therefore, the qualitative method was used and administered online.

Additionally, we analysed primary and secondary data and documents. Questionnaires are used in research to extract meaningful information from respondents via the use of a sequence of organised questions. These instruments provide the use of written or spoken questions; because the format resembles that of an interview, typed questions were produced and given to responders. These instruments are particularly useful for assessing subject behaviour, preferences, intentions, attitudes, and views. They are also inexpensive. Questionnaires may have open-ended or closed-ended questions, or a combination of the two. Respondents can express themselves in their own words and offer as much or as little detail as they choose in response to the issue using open-ended questions. Respondents to closed questions are presented with a sequence of present replies from which they can pick.

Table 1. Key factors to measure logistics service quality (made by the author)

Key Factors to Measure Logistics Service Quality	Explanation
Responsiveness	It is measured by the use of circumstances that depict how the sales person interacts with customers and prospects. The final outcome of this element determines whether your present customer service is poor or excellent.
Empathy	This displays how sales people are attentive with their consumers' wishes and requirements. The final outcome for the logistics firm demonstrates that not all companies provide clients with a satisfying service in terms of sensitivity and compassion.
Reliability	The availability of service time, the preservation of promises, and the preservation of corporate archives are all included in this metric, and the remainder is related to the performance of logistical movement. Clients will assess the significance of the dependability criteria. Three of the most critical are as follows: -Providing rapid services -Deliver services within the specified time limit, and -Complete functions without causing any hassles or damage to the environment.
Tangibles	Physical services provided by logistics firms are rated as "Bad" or "Good" by their customers based on the percentage of positive and negative comments received for each service provided.
Assurance	It is assessed by representatives' ability for customer interaction in relation to the knowledge and abilities required of a sales representative

In Table 1, you will see the five most essential critical variables that determine the overall quality of logistics service and how it may be improved. In order to provide amazing services, logistics organisations must first recognise the goals and needs of their customers. A scale of service value for logistics firms is based on five essential criteria: assurance, empathy, dependability, responsiveness, and tangibles. These variables are measured in terms of dollars and cents. Utilizing these fundamental yet essential components, you may anticipate outcomes that demonstrate the expected values of customers and plan on how to better support them, or as a client, you must plan ahead of time on what to recommend. As a result, greater care and attention should be given to these issues in order to get better results.

There are straightforward yet well-defined methods for increasing logistical efficiency and improving client interactions. It is suggested in the article that knowing your competition is a great way to gain free knowledge and a fantastic way to actively monitor your competition in order to learn software and systems to manage information flow, modern operations management techniques in academic circles, updated best practises of logistics management, and techniques/training programmes for your employees Another option that has been recommended is to use a customised information management system (IMS). A benefit for businesses in certain areas such as warehouse management, supply chain management, order monitoring, inventory management, and precise delivery of client orders would be realised. It is possible to enhance logistical services through constant training of staff since it reminds employees of what is needed in order for them to perform properly and also introduces them to new adjustments, among other things (Tahir, 2016).

Research results and discussion

Because a questionnaire was successful in examining quantitative data that gave insights into current sustainable transportation and how to enhance it, a questionnaire was employed in this study. Also highlighted were the advantages of strengthening such logistics in a sustainable manner, as well as the benefits to the economy and the environment.

The questionnaire was conducted online by joining links supplied over WhatsApp and content messaging, social media, and so on. Because technology is the dominant mode of communication, this was the quickest option to contact all responders. There was a total of 20 questions, with a considerable number of replies predicted. The questions focused on the informants' social background factors, such as their country of origin, marital status, age, and educational level (see, table 2).

In this study, the author's opinions were based on the findings of the questionnaire that were utilised to determine these consequences or potential implications. When determining which innovations and solutions of sustainable logistics may be implemented, one must consider the volume of replies and suggestions obtained from the questionnaire.

Table 2. Question groups and their purpose in the questionnaire (made by author)

Question group	Purpose of the question group	Numbers of questions
Location	To become acquainted with the folks that are directly impacted by the logistics industry	1
Age	To ascertain respondents' age encounters	1
Relationship status	To gain knowledge on their marital status	1
Economic status	To ascertain the respondent's job history and social position.	2
Academic status	Respondents' academic background will provide an indication of their reading level.	1
Idea	To ascertain respondents' perceptions on the quality of logistics services	5
People's involvement in logistics	This aims at determining the extent to which individuals are involved in addressing the lack of technological innovation in logistics.	3
Stakeholders in business logistics	To understand who the stakeholders in business logistic	2
Effects	To amass the good impact of business logistics innovation and solution	4
TOTAL		20

The questionnaire included a number of questions, the most of which will be open-ended. This allowed the respondent to express himself or herself rather than being limited by the replies. After all of the surveys had been completed, a computation is made and the responses are combined. This is when the author may draw conclusions about the issues, attitudes, and fresh suggestions that the responders may have. This is when the conclusions were drawn about the issues, attitudes, and fresh suggestions that the responders had. The author had considered that each advice must be long-term, environmentally friendly, and cost-effective.

Organization and implementation of the research: It is critical to identify those who will be harmed the most if this situation does not improve in order to organise and carry out research, an understanding, and the discovery/suggestions of strategic alternatives and means for the development of logistics services. This involves determining who will be harmed the most by the current scenario. Finally, the research findings will have an effect on how logistics services might be improved. This was demonstrated by responses to the questionnaire, with some respondents stating that poor quality logistic services are a critical component in the growth of a logistic firm's client base, since it negatively impacts the company. Because of this, the organization's trust is eroded, long-term clients migrate to a more reliable logistical supplier, and the company goes into bankruptcy, among other consequences. The environment will become more ecologically friendly, the business will be able to make better judgments, and the country's social cohesiveness will be strengthened by making little but significant improvements to the logistics firm. Furthermore, some have suggested that giving continual training to employees might be a game changer for the logistical services industry as a whole.

Limitations: Other journals' contributions were missed due to the availability of accurate results. More collaboration is needed at the institutional, national, and worldwide levels, particularly in the area of practice-theory cross-collaboration. Regardless of this reality, the limited time available for the investigation made it impossible to increase the number of questionnaires conducted.

Discussion: Measuring innovation in a service business such as logistics is tough. Traditional approaches, such as patents and surveys, can, nonetheless, offer an indication of overall trends (Carlos *et al*, 2007). During the empirical research, the documents that was collected on innovation in logistic service was found out that, the authors of these articles also used surveys in their research specifically questionnaires. There were so many similarities with the questionnaires here and these authors. Questions that had to do with the demographics of the respondents, the respondent's knowledge of logistic services and the type of solutions they suggested. in all divisions of the economy, including logistics, innovation

and development are critical components of trade rivalry. With the implementation of smart technology, innovation allows businesses to adapt to their surroundings. It enables them to detect and regulate change in the external environment, which is critical for achieving long-term competitiveness for the administration. According to Murat, A., and Hakan, K. (2019), smart technology progress can result in increased financial performance and market share, the formation of underused markets, and lower generating costs in the short term. Smart technologies play a key role in monetary innovations since they help with the design and estimate of current instruments, as well as the identification, estimation, and monitoring of risks in portfolios with complicated instruments. When it comes to achieving high levels of customer satisfaction, logistics operations must be effective and efficient in order to constantly meet the standards that forward-thinking buyers expect as standard. While it is simple and straightforward to offer and give a high-quality service from the outset, maintaining and always improving that level is a considerably more difficult task, one that requires dedication and perseverance. The cost of doing business may quickly escalate, forcing you to rethink how you can maintain excellent levels of customer service without reducing service levels, increasing your logistics operations budget, or charging your customers more. The findings of this study are consistent with those reported by other researchers in their own research. Lack of requisite knowledge and abilities, as well as a lack of financing, have frequently been highlighted as the primary hurdles to the development of new ideas. Another significant stumbling block identified by businesses was the emergence of a coronavirus pandemic, which had a negative impact on the global economy. It may be presumed that in recent times, such a big divergence is the outcome of and is produced by the COVID-19 pandemic, which is now underway. Numerous nations and international organisations view logistics development as a vital component of their overall development objectives. Without a doubt, many of them did not represent a breakthrough in terms of originality, but from the perspective of innovation, they represented something fresh within the company. Among other things, organisational innovations include the initial deployment of a quality management system or the adoption of a new model of employee rights, decision-making, and duties. Innovations have the highly essential characteristic of being a major driver of economic development as well as having a reasonably high resilience to economic crises. The construction of organised and well-thought-out collaboration networks between business, industry, and scientific centres and institutions can help to increase the potential for innovation. Many governments and international organisations consider the development of logistics to be a critical component of their overall development goals. This sector is becoming increasingly polarised with the growth of innovations, and it may even become dependent on them in the future, because environmental legislation is becoming increasingly stringent, and only innovations can lead the logistic sector to achieve neutrality in this field.

Conclusions

1. The theoretical framework of logistics innovations revealed that, in recent years, a large number of enterprises have begun incorporating innovation solutions into their operations since they are beneficial to the global community. Despite the fact that some of the solutions are pricey, the small amount of effort put forward by the corporations contributes to the future as we know it.

2. Two examples are requiring organisations and logistics businesses to utilise environmentally friendly cars for their operations and utilising drones, among other things. According to the research findings, sustainable logistics innovations benefit the environment both now and, in the future, since they contribute to a more sustainable environment for everyone now and in the future.

3. The study's findings were utilised to generate specific conclusions, which were then given to the participants. The study's findings resulted in the creation of many solutions and novel concepts through the use of questionnaires and research procedures.

4. Using the Canvas approach, it is feasible to perform periodic reviews of the project in order to ensure that the sector's or industry's service delivery continues to improve. A further conclusion was reached after considering the recent implementation of mandatory digitization in the shipping business, which led to the conclusion that there is effective online documentation in enterprises within the logistic industry.

5. Finally, while the logistics industry faces a number of challenges, such as a lack of funding for long-term equipment upgrades and training among logistics company employees, with sufficient support and education on the benefits of improving business logistics, it can contribute to the improvement and effectiveness of the organisations in question.

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