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## EFFECTIVENESS AND CREATIVITY OF BUSINESS LOGISTICS

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### Summary

The essay examines the value of efficient corporate logistics in thriving in today's cutthroat business environment. The management of the movement of goods and services, which is included in logistics, is a crucial part of every business strategy, according to the authors. The article focuses on the essential components of efficient logistics management, such as distribution management, inventory control, and transportation planning.

The writers also emphasize the importance of creativity in logistics management, especially when coming up with creative answers to logistical problems. They contend that companies are better able to adapt to shifting market conditions and client expectations when they can think creatively about their logistics operations.

The authors provide a case study of a company that has successfully used innovative and successful logistics tactics to demonstrate its views. This case study emphasizes the value of cross-departmental cooperation within an organization as well as the application of technology and data analysis to logistics operations.

The importance of excellent logistics management for a company's ability to grow and prosper is emphasized in the article. The authors advise companies to prioritize logistics as part of their overall strategy and invest in cutting-edge technologies to enhance their logistical processes.

**Keywords:** innovations, solutions, logistics

### Introduction

Business logistics is an essential component of any successful business. It entails the planning, execution, and control of the flow of goods and services from point of origin to point of consumption (Yazdani et al.,2017). Effective logistics management can assist businesses in increasing efficiency, lowering costs, and increasing customer satisfaction (Wagner,2008; Wagner and Busse,2008). However, in today's competitive market, being efficient may not be sufficient. To gain a competitive advantage, businesses must also be creative in their logistics strategies. Businesses should collaborate if they intend to integrate new technologies into their supply chain. Also, it's important to confirm that the solution is simple to execute and won't pose any long-term challenges or problems for the business. This will make it more likely that they'll be able to meet their business goals and get a competitive edge in the marketplace.

In this article, we'll look at a case study of a business that has implemented innovative logistics strategies and the results it has gotten.

**Research aim:** to investigate the relationship between effectiveness and creativity in business logistics, and to investigate how businesses can use both concepts to optimize their logistics operations and gain a competitive advantage. This article aims to provide insights into the benefits and effectiveness and creativity in logistics by reviewing a case study of a company that has implemented innovative logistics strategies.

### Research object and methods

**The Research object:** For this study, a smart and sustainable approach to company logistics was used in the search for solutions and improvements.

We will mostly rely on secondary sources of data, such as research papers and business reports, to do our research. In addition, we'll refer to original materials such as interviews with authorities in the fields of supply chain management and corporate logistics asking respondents a series of well-organized questions, questionnaires are used in research to get valuable data from respondents. To find opportunities and gaps in supply chain operations that can be filled by better corporate logistics practices, the data gathered will be reviewed. This will help comprehend businesses' current difficulties when creating their logistics strategies and could help make wiser decisions when creating upcoming strategies.

To ensure that the data analysis performed on the data is academically sound and the results are accurate and dependable, we will consult our supervisor and other professionals in academia and industry during the project.

## Research results

**Implementation of the research and the organization.** A structured questionnaire was chosen to be the most suitable given the nature of the research topic and aims because it enables the collection of data on a broad scale with a high level of accuracy and efficiency. The survey was made so that it just took a few minutes for the responders to complete it. The questions were created using the Ferrel et al (1988) customer satisfaction model and taking into account the advice from earlier studies on the subject. One survey question, for instance, asks participants for ideas on how to raise the level of service the business offers. This is a novel technique in the literature on customer satisfaction because usually surveys just ask respondents to score their degrees of satisfaction; however, with this approach, customers can remark on the strategies the business might employ to raise the quality of its services in the future.

**Limitations of the research.** The research design was not restricted to a certain sector of the organization due to the nature of the issue and study aims, but rather, a wide variety of clients were supplied the questionnaire to be disseminated by the researchers or by internal staff to ensure a broad reach of the survey. However, because individuals who were most likely to be interested in the subject would have participated in the survey, the respondents may not be entirely representative of the customer base. As a result, the results may not be entirely accurate. Also, due to the short time frame available for this study, the researcher was unable to follow up with respondents who elected not to complete the questionnaire or those who finished it but did not return for the findings, leading to a 10% missing data rate.

The most important factors that affect logistics service quality overall and offer suggestions for improvement are listed in Table 1.

**Table 1.** Important elements to evaluate the quality of logistics service and authors/source of study  
Source: compiled by author, 2023.

Important elements	Explanation	Authors/Source
On-time delivery	the proportion of deliveries that were made within the designated window of time.	Mishra & Rana (2016)
Shipment accuracy	the proportion of deliveries that are correct and complete.	Li & Li (2017)
Order processing time	the period between receiving an order and shipping the merchandise.	Huang et al (2018)
Order visibility	the capacity to monitor an order's progress across the supply chain.	Zhou et al (2020)
Inventory accuracy	the proportion of inventory that the system has accurately recorded.	Sihombing & Pardede (2019)
Communication	The consistency and quality of communication between the consumer and the logistics supplier.	Akhtar et al (2021)
Responsiveness	the logistics service provider's capacity to react rapidly to client inquiries and problems	Lee et al (2022)
Flexibility	the logistics provider's capacity to adjust to shifting needs or specifications from clients.	Li & Li (2017)

According to Kilibarda et al. (2020), logistics providers or organizations measure logistic service quality by their ability to fulfill their customers' orders, whereas logistics users measure logistics service quality by understanding that commonly held studies that determine the LSQ are frequently grounded in surveys studies, and interviews. Krishnamoorthy (2020) also identifies various methods (metrics and techniques) or ways of measuring logistics service quality, such as SERVQUAL, social media monitoring, and documentation analysis, among others.

To assure client happiness and successful services, a logistic system's operation and procedures must be designed with a significant number of resources. For instance, service standards supplied by various organizations differ greatly from one another, but the list of standards below serves as a suitable place for most businesses to begin their planning for achieving customer-focused goals. The most crucial element for a business to have good customer service quality is professionalism.

**Table 2.** The aim of the questionnaire's questions and authors/sources of study  
Source: compiled by the author 2023.

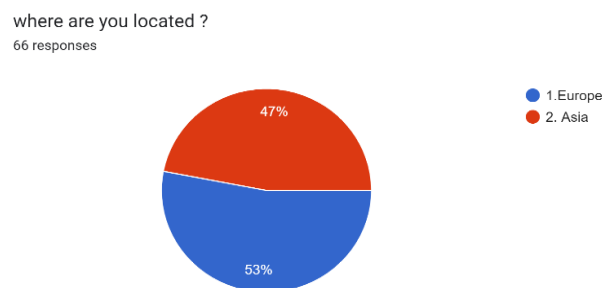
Questionnaire types	Purpose of asking questions	Authors/Source
Demographic Questions	to gather fundamental data about the responder, such as age, gender, education level, and work title, which can aid in data analysis and comprehension of the participant demographics.	Christopher, M. (2016)
Logistics Operations Questions	To comprehend the respondent's present logistics activities, such as their supply chain partners, warehousing and inventory management procedures, and transportation strategies.	Maloni, M.J & Carter (2016)
Innovative Solutions Questions	to determine whether the respondent is knowledgeable with cutting-edge logistics solutions, such as automation and robots, big data analytics, cloud computing, blockchain, and other cutting-edge technology.	Wang, H, Chen, Y & Pan, X. (2018)
Adoption and Implementation Questions	to comprehend how the respondent has adopted and used new ideas in their logistical operations. Questions about the advantages and difficulties of implementing new technology, the resources needed, and the effects on corporate performance may be included in this area.	Gligor, D.M, Esmark (2019)
Overall Satisfaction Questions	to determine any areas for improvement and to gauge the respondent's overall satisfaction with their logistical operations. Questions on delivery delays,	Ivanov, Dolgui (2019)

	accuracy, customer service, and cost-effectiveness may be included in this section.	
Open-ended Questions	to enable respondents to offer more thorough comments and viewpoints on creative solutions and logistics processes. What improvements would you like to see in your logistics operations? is one example of a possible prompt for these inquiries. Alternatively, "What new technology do you believe will have the most influence on the logistics industry?"	Carter, C.R(2016)

We carried out a survey in which we tried to connect with the chosen logistics company's employees and the experts who are associated with logistics services. The main idea was to get a better idea of how effectiveness and creativity in logistics help the selected company to run its business more smoothly. By clicking on the links shared via email, social media, WhatsApp, content messaging, and other channels, the questionnaire was completed online. This was the quickest way to reach all responders because technology is the predominant form of communication.

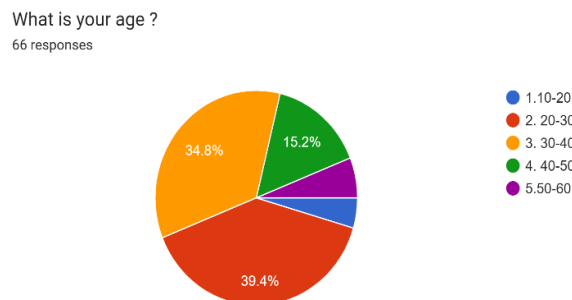
The questionnaire had 10 questions that covered a range of subjects, including the importance of creativity and effective logistics system in business, and which method the business currently using for managing inventory. Also, it was asked the respondents if they have implemented an innovation in their logistics operation and how it affects their business. Although the replies were open-ended and free-flowing, several of them were difficult to understand because of their length or overlap with subjects that would have affected the accuracy of the question.

The survey statistics will show below (see fig. 1).



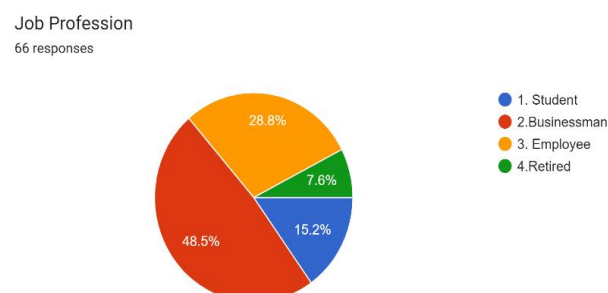
**Fig. 1.** Respondents' Location

From this survey, the majority of the respondents are from Europe which is 53% and 47 % are from Asia.



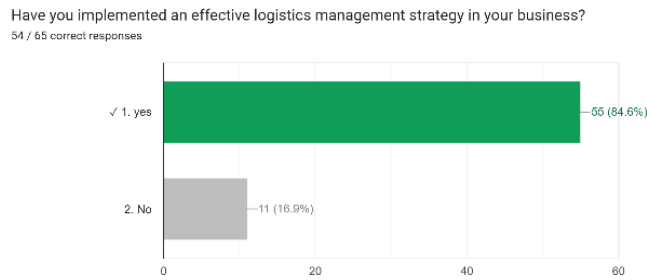
**Fig. 2.** Respondents' age

This survey identifies that mostly the respondents are between 20-40 years old (see fig. 2).



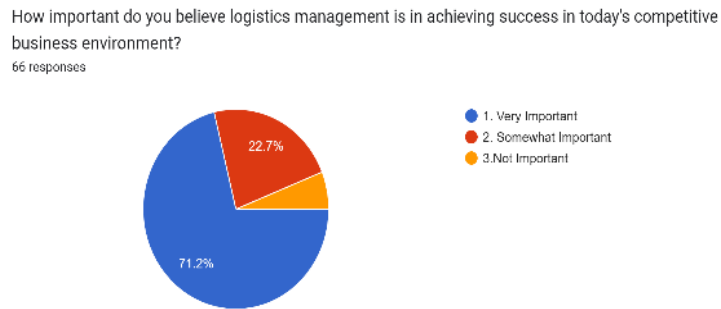
**Fig. 3.** Job Profession of the respondents

Based on the survey, most of the respondents are businessmen who have vast knowledge about effective logistics strategies, it takes 48.5% of the respondents. Also, 28.8% employees of the selected company (PATHAO) participated in this survey (see fig. 3).

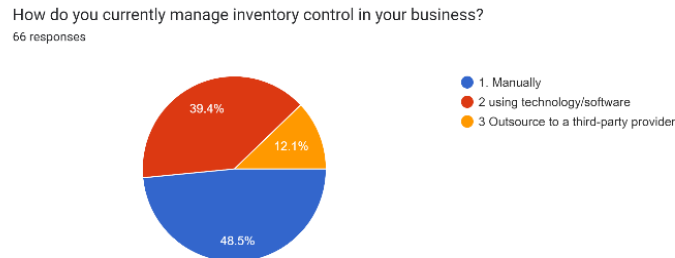


**Fig. 4.** Response to the implementation of an effective logistics management strategy

From this survey, we can know that most of the respondents which is around 85% implemented effective logistics management in their businesses (see fig. 4). There are very less of respondents who didn't apply effective logistics systems for their business.



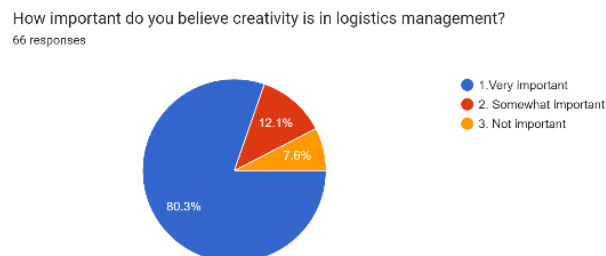
**Fig. 5.** Response about the importance of logistics in achieving success



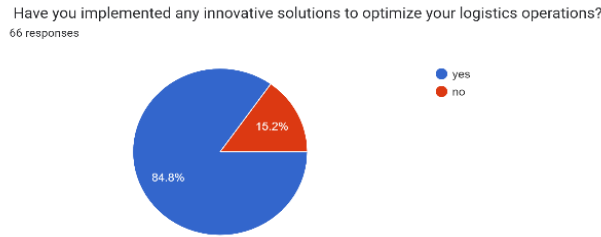
**Fig. 6.** Response on inventory control.

In figure 5 the response of the respondents, we can understand that to achieve success in today's competitive business environment effective logistics management is very important. 71.2% of respondents think this.

In figure 6 we got the idea that still most companies around 48.5% use the manual inventory control system. Although now companies are moving towards using technology/software to control the inventory as they find it more convenient and accurate



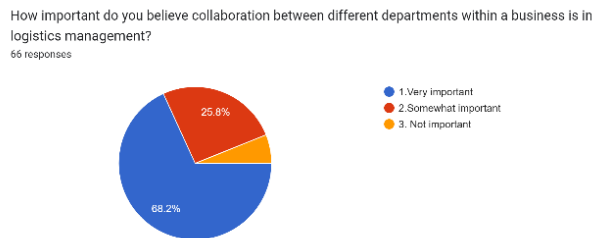
**Fig. 7.** Response to the importance of creativity in logistics



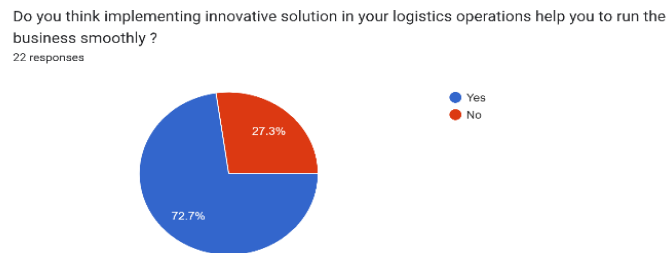
**Fig. 8.** Response on implementation of any innovative solutions in logistics operations

In figure 7, the respondents agreed that creativity is very important in logistics management which is 80.3%. They believe creativity in logistics management can set successful companies apart from their competitors.

In figure 8, the respondents conveyed that they have somehow used the innovative solution in their logistics operations whether tracking the delivery of the products to its customers or managing data and controlling inventory.



**Fig. 9.** Response about the importance of collaboration between different departments within a business



**Fig. 10.** Response about the effect of implementing the innovative solution in logistics operations

By the response in figure 9, the majority of respondents which is around 88.2% considered that collaborating between different departments within a business in logistics management is important for running the process more accurately.

Based on the survey figure 10, we decided that the implementation of innovative solutions in the selected company's (PATHAO) logistics operation help it to run the business smoothly.

## Discussion

The introduction of innovations and technology has significantly transformed the logistics sector in recent years "...innovation is gaining importance in the logistics industry. The advent of new technologies and globalization has inspired firms to look for new solutions for the challenge of business in today's competitive landscape." (Nagaranjan and White, 2007).

PATHAO is one instance of a logistics firm that has successfully incorporated innovation and solutions into its operations. In Bangladesh, PATHAO is a logistics business that offers several services, such as express delivery, freight forwarding, and supply chain management.

According to the study's findings, creativity played an important role in the effectiveness of PATHAO company logistics operations. PATHAO Company was able to differentiate itself from competitors, optimize its operations, and improve customer satisfaction by implementing innovative strategies.

To begin, the study discovered that PATHAO Company's innovative logistics strategies enabled it to distinguish itself from its competitors in the marketplace. PATHAO Company was able to attract new customers and retain existing ones by providing innovative solutions that were not available from other logistics service providers. This emphasizes the significance of creativity in developing a distinct value proposition that distinguishes a company from its competitors.

Second, the study discovered that PATHAO Company's creative logistics strategies enabled it to optimize its operations and reduce costs. PATHAO Company was able to identify inefficiencies and streamline its operations by

thinking creatively about logistics processes, resulting in cost savings for the company and its customers. This emphasizes the significance of creativity in increasing operational efficiency and lowering costs.

Finally, the study discovered that innovative logistics strategies contributed to PATHAO Company's overall growth and success. PATHAO Company was able to expand its services and increase its market share by constantly innovating and adapting to changing market conditions. This emphasizes the significance of creativity in fostering business growth and sustainability.

## Conclusions

Finally, the research on effective and creative business logistics has shed light on the critical role of creativity in improving the efficiency of logistics operations in a business context. According to the findings, companies that use creative logistics strategies are more likely to differentiate themselves from competitors, optimize their operations, and promote business growth and sustainability.

The case study of PATHAO Company, a leading logistics service provider, demonstrated the value of innovative logistics strategies in increasing operational efficiency, lowering costs, and increasing customer satisfaction. To achieve success in the logistics industry, the study emphasizes the importance of constantly innovating and adapting to changing market conditions.

Other scholars, such as Trommsdorff and Kock (2017), believe that businesses should embrace creativity in their logistics operations to gain a competitive advantage in the market. Similarly, Bask and Simsek (2018) contend that innovative logistics strategies are critical for fostering business growth and sustainability.

Overall, the study sheds light on the significance of creativity in business logistics and its impact on business effectiveness. According to the findings, businesses that use innovative logistics strategies are more likely to succeed in the marketplace. More research could be conducted to investigate the relationship between creativity and business performance in other industries or contexts.

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