

جامعة ميدأوشن

كلية الإدارة

قسم / تخصص إدارة أعمال



عنوان البحث

INTERNATIONAL TRANSPORTATION COMPANIES NETWORK IN SAUDI ARABIA

إعداد الطالب/ فيصل بدر الكلثي

ملاحظة: ما تمت كتابته في العرض المبدئي هي مجرد نقاط رئيسية ومختصرة للبحث الأساسي، والتي سيتم اضافتها بالتفصيل مع البحث النهائي، في حال كان يتطلب البحث المبدئي تفاصيل اضافية، الرجاء اعلامي لاضافتها.

إشراف/

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المقدمة:

The network of international transport companies in Saudi Arabia serves as the backbone for the development of logistics and a supply chain in the country. This research discusses the dynamics, influence, and capabilities of international logistics networks in Saudi Arabia-with particular emphasis on how the said networks are aligning themselves with the Kingdom's Vision 2030. Upon reviewing logistics services provided by companies like UPS, DHL, and FedEx, this research has brought to light various opportunities and challenges emanating from the region's growing market.

مشكلة الدراسة:

While Saudi Arabia hosts the greatest of international transportation companies, issues of market share, customer service, and infrastructural limitations are some of the factors that affect effectiveness in operations. The main purpose of this study is to determine what inherent factors would impact all the above-mentioned challenges and identifies the area where the local logistics network could be improved to enhance the quality of services for competitiveness in the market.

أهمية الدراسة:

It is also an important study as it will enlighten Saudi Arabia's logistics sector about its potential, point out areas that need improvement, and what foreign logistics companies will entail in the economic growth of the locals. Knowing these aspects will assist in formulating policies, which will increase logistics efficiency, satisfaction of customers, and achievement of some of the objectives set in Vision 2030.

أهداف الدراسة:

The research aims to study the performance of international logistics networks in Saudi Arabia, find the key challenges faced by these companies, and propose strategic solutions to improve their operational effectiveness in the local market.

تساؤلات الدراسة:

- What are the main problems faced by international logistics companies in Saudi Arabia?
- How can these companies enhance their market position and customer service?
- What contribution does the Saudi logistics industry make toward attaining Vision 2030?
- What are the economic effects of increased international network coverage in the region?

فروض الدراسة:

International transportation companies operating within Saudi Arabia face operational issues that limit their performance in the local market. Overcoming such challenges by making use of better infrastructure and value proposition models contributes to the development of the Kingdom's logistics industry and economy taken as a whole.

الدراسات السابقة:

Efficient networks are the indispensable factor for customer satisfaction and cost reduction, underlined by studies in logistics and supply chain management. Research in supply chain logistics especially by Mamedov, 2021 and Panayides, 2011 has established that streamlining of logistics networks is very important in the achievement of significant cost reduction. Literature about Saudi Arabia's Vision 2030 identifies logistics strategies to be necessary in positioning the country as a regional logistic hub.

المنطلقات النظرية للدراسة:

The theoretical frameworks used to base this research on include theories of supply chain management and network centrality analysis. Supply chain management theories put forth arguments over the efficient flow of logistics that reduce cost and enhance efficiency. Centrality analysis, which is undertaken in the process of finding key nodes in logistics networks, therefore has a framework upon which to understand the importance of particular logistical points within the entirety of the network's efficiency.

المنهجية وطرق البحث:

This is a case study of a qualitative approach whereby the research will explore the logistics operations of UPS in Saudi Arabia. Data collection was performed through primary sources, such as interviewing and field visits, and secondary data, including company reports and industry publications. This can provide a panoramic view relating to UPS's logistical challenges and strategies within the Saudi market.

أدوات الدراسة:

Interviews with key personnel, observational analysis of logistical operations, and network analysis methods are major tools in this research that will be used to assess the efficiency of transportation networks.

حدود الدراسة:

The study is limited by access to some company data being proprietary in nature and a geographical focus on UPS's operations within Saudi Arabia only. It is also worth noting that generalizations about the logistical strategies or problems confronted by any other companies in the same region might not be achieved by the collected data.

Mamedov, T. (2021). The Role of Logistics in a Supply Chain Management. Retrieved from <https://artelogic.net/blog/the-role-of-logistics-in-a-supply-chain-management>.

Panayides, P. M. (2011). The Relative Efficiency of Shipping Companies. *Transportation Research Part A: Policy and Practice*, 45(2), 217-229.

Al-Gharbi. (2018). 67.5 Billion Riyals Saudi "Logistics Services." Retrieved from <https://www.aleqt.com>.

Saudi Ministry of Transport. (2022). The Kingdom of Saudi Arabia and the Promising Logistic Role. Retrieved from <https://mot.gov.sa>.