

Analyzing the Role of Logistics Management in Delayed Courier Services in Saudi Arab

1. Research Questions:

- What are the important logistic management issues faced by courier services in Saudi Arabia?
- How do deficient vehicles and an inability to use navigational skills lead to delays in courier services?
- What role does information technology play in upgrading the efficiency of courier services in Saudi Arabia?
- How can courier services in Saudi Arabia originate to prevail over logistic management challenges and enhance customer compensation?
- What actions can be taken to restore customer trust in courier services in the country?

2. Research Objectives:

- To recognize and analyze the key logistic management problems faced in the courier services of Saudi Arabia.
- To evaluate the effect of insufficient vehicles and bad navigational skills on service pauses.
- To explore the role of information technology tools in amplifying the efficacy of courier services.
- To suggest new solutions for improving logistic management and customer satisfaction.
- To rebuild trust between customers in the courier services by seeking measures.

3. Research Hypothesis:

In Saudi Arabian courier services, insufficient vehicles, bad navigational skills, and a deficiency of information technology tools lead to notable delays and incompetencies. Hence, to modify courier service efficiency, the hypothesis is based on studies of the importance of fast maximization, driver coaching, path optimization, and informational technology devices such as GPS and GIS. Moreover, the execution of inventive logistic management plans is awaited to create refined customer satisfaction and trust.

4. Research Model:

The relation between the identified variables about Saudi Arabia courier services will be analysed using a quantitative approach, utilising a structural equation modelling framework.

The model will study how logistic management challenges, accessible vehicles, nautical skills, information technology impact, transformation, and customer doubt are closely together and consider the entire management of courier services.

5. Research Scope

Academics will benefit greatly from my research as it will educate them about the present challenges that the courier business is facing. Customers of this service are academics, and after learning about the clear-cut crises, they will begin to have faith in their nation's courier services. This research will be beneficial to practitioners since it will teach them how to handle emergencies. The logistic management of the Saudi courier service would greatly benefit from the research as it will identify any weaknesses in their operations and take appropriate action to address them.

6. Suggested Industry/Organization for Empirical Study:

For the empirical study, a leading courier service provider in Saudi Arabia, such as Aramex or Saudi Post, will be chosen. It will provide a foundation for investigating logistic management challenges and potential improvements within the Saudi Arabian courier services sector. Additionally, these organizations provide large-scale operational data and perceptions that can lead to significant changes to the research objectives and outcomes.

7. Research Methodology:

The research will employ a qualitative data collection techniques to attain a thorough understanding of logistic management challenges, customer satisfaction, and trust in the selected courier service organization. The paradigm will be interpretivist.

Qualitative Methods:

- **Interviews**

In-depth interviews will be managed with managerial staff, key stakeholders, and operational employees to gather qualitative understanding. Managerial interviews will focus on understanding the strategic perspective on logistic challenges, innovative practices, and customer trust. Operational staff interviews will give perceptions about day-to-day operational challenges, vehicle utilization, navigational strategies, and customer interactions. Semi-structured interviews will allow for flexibility and exploration of arising issues.

- **Case study**

The case studies will concentrate on successful logistic management practices and customer satisfaction initiatives, examining specific instances of innovation, efficiency improvements, and customer-centric approaches. Data from documents, reports, and internal records will be examined to create extensive records of successful efforts.

Integration of Methods: The qualitative data will offer a broad and multi-dimensional understanding of the research variables. Qualitative ideas from interviews and case studies will provide depth and context to the quantitative results.

The qualitative method will strengthen the validity and reliability of the research findings, allowing for a refined survey of logistic management challenges, innovative practices, and their impact on customer satisfaction and trust.

8. Suggested Structure for the Project:

a. Introduction

- Background of the Study
- Importance of Courier Services in Saudi Arabia
- Statement of the Problem in Courier Services
- Customer Satisfaction and Trust in Courier Services

b. Literature Review

- Overview of Logistic Management in Courier Services
- Challenges Faced by Courier Services Globally
- Specific Challenges in Saudi Arabian Courier Services
- Role of Information Technology

c. Research Methodology

- Research Design
- Data Collection Methods
- Sampling Techniques
- Data Analysis Plan

d. Discussion

- Interpretation of Findings
- Implications for the Courier Service Industry
- Recommendations for Addressing Challenges
- Suggestions for Improving Customer Satisfaction and Trust

e. Conclusion

- Summary of Key Findings
- Contributions to the Field of Logistic Management in Courier Services
- Limitations of the Study and Areas for Future Research

9. Reading Research Articles

Ejdys, J., & Gulc, A. (2020). Trust in courier services and its antecedents as a determinant of perceived service quality and future intention to use courier service. *Sustainability*,

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A case study in London. *Journal of the Operational Research Society*, 1-12.

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Lin, C., Choy, K. L., Ho, G. T., Lam, H. Y., Pang, G. K., & Chin, K. S. (2014). A decision

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