

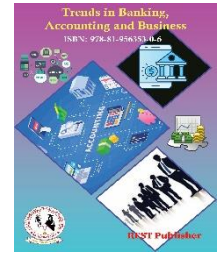


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A Study on Operational Productivity of a Team Leader and Its Impact on Overall Output with Respect to Professional Couriers

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Abstract. A case study conducted on a logistics (Professional Couriers) company in Bangalore is presented. This company is interesting in that it has been designated as the “king” of logistics companies. The company has been successful in its overall business performance and in satisfying customers. This company’s strategic alliances with both clients and customers have helped to improve the utilization of its resources, such as warehouse space and transportation fleets. Also, the company is in the process of expanding its operations across INDIA, with the objective of becoming a full-pledged operative company. The analysis of this case focuses on the critical success factors (strategies and technologies) that have allowed a small company started only in 1987 to become so successful in its operations. Also, a framework has been provided for the company to develop its logistics operations as a full-fledged courier service delivering company

1. INTRODUCTION

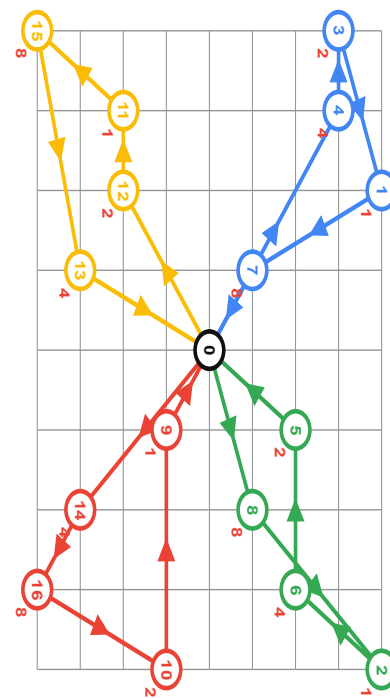
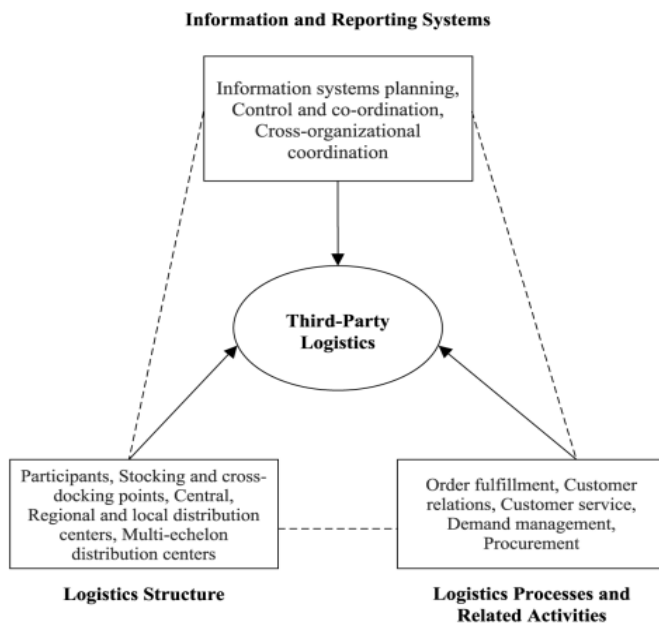
Operations management is an area of management concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services. It involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in meeting customer requirements. Operation productivity refers to the efficiency with which an organization produces its goods or services. It is a measure of the ratio of output to input and is crucial for businesses to remain competitive in today's global market. Improving productivity can help businesses to reduce costs, increase profits, and better meet the needs of their customers. Effective productivity strategies can involve a variety of factors, including the use of technology, employee training and development, process optimization, and performance management. By adopting these strategies, businesses can identify and eliminate inefficiencies, streamline processes, and improve overall performance. In short, operation productivity is essential for any organization looking to achieve success and remain competitive in today's dynamic business environment.

2. OBJECTIVES OF THE STUDY

1. To analyze the overall productivity of the delivery system.
2. To determine the flow of the logistical aspect and Information.
3. To study the barriers in routing and scheduling.
4. To study the operational efficiency and overall performance.
5. To analyze the current system performance and optimize delivery time.
6. To suggest the best ways & measures for the improvement of operational productivity in the operational field of the Professional Couriers.

3. SCOPE OF THE STUDY

This study is limited to THE PROFESSIONAL COURIERS Company situated in Kudu Gate area in Bangalore.



4. REVIEW OF LITERATURE

Francisco Saldanha-da-Gama “Facility Location in Logistics and Transportation: An enduring relationship”² September 2022, Departamento de Estatística e Investigação Operacional, Centro de Matemática, Aplicações Fundamentais e Investigação Operacional, Faculdade de Ciências, Universidade de Lisboa, Portugal. This article aims at contributing to the celebration of the 25th Anniversary of Transportation Research Part E: These and other related topics are discussed. Hedging against uncertainty has gained much practical relevance and thus it will be much in focus throughout the paper. Several current trends and future challenges are thoroughly discussed. These include but are not limited to the steps already made and those still missing for paving the way from Industry 4.0 to Industry 5.0, as well as the challenges posed by data-driven decision making in the Era of big data. Michael Wang AND TEAM “Transportation capacity shortage influence on logistics performance: evidence from the driver shortage” Department of Management, Kingston University London, United Kingdom, Department of Management, University of Otago, Dunedin, New Zealand 10 May 2022, The study aims to provide an in-depth analysis of a transportation capacity shortage issue affecting Australian logistics service providers. Transportation capacity shortage is an important issue in all transportation modes. In this study, the driver shortage is viewed as an antecedent variable to estimate the impact of transportation capacity shortage on logistics performance. This study investigates the underlying relationships between driver shortage, logistics capability, and logistics performance according to resource-based theory. Structural equation modeling (SEM) was used to analyze the measurement models and structural model. The empirical results illustrate that driver shortage indirectly influences logistics performance, the logistics capability is a mediator factor in the relationship between driver shortage and logistics performance in logistics service providers. We argue that this provides valuable insights for transportation capacity shortage management. Moh’d Anwer AL-Shboul “An investigation of transportation logistics strategy on manufacturing supply chain responsiveness in developing countries: the mediating role of delivery reliability and delivery speed” Business Administration Department, King Talal School of Business Technology, Princess Sumaya University for Technology (PSUT), P.O. Box 1438 Al-Jubaiha, Amman, Jordan 21 October 2022, This study aims to investigate and examine the impact of delivery reliability (DR) and delivery speed (DS) on the relationship between a manufacturing firm's transportation logistics strategy (TLS) and supply chain responsiveness (SCR). A web-based survey was used for the data gathering process and applied after conducting a small pilot study. The conceptual model was tested by using a hypothesis-testing deductive approach. The findings are based on covariance-based analysis and structural equation modeling (SEM) using AMOS software. The findings show that DR is mediating partially the relationship between TLS and MSCR, and that DS is mediating fully the relationship; further, it is pointed out that SCR is supported with improved MFP. The empirical findings can have insightful implications for managers and practitioners in terms of boosting

competitive advantage and financial performance. Miguel Gastón Cedillo-Campos AND TEAM “How to measure and monitor the transportation infrastructure contribution to logistics value of supply chains?” Mexican Institute of Transportation, National Laboratory for Transportation Systems & Logistics, Carretera Querétaro-Galindo Km 12, CP 76703, Sanfandila, Mpio. Pedro Escobedo, Mexico , 2 March 2022, When it comes to the competitiveness of companies, and of nations, the key role of the transportation infrastructure to increase logistics value of supply chains is clearly acknowledged.. Nonetheless, most part of them give more credit either to the infrastructure density (km of roads per km² of territory) or to the amount of resources invested in its development (millions of dollars) than to the its logistics effectiveness and resilience that may bring to the supply chain operations. Based on six indicators: i) Travel time (95 PCTL); ii) Average travel time; iii) Projected travel time; iv) Freight rates; v) Risk of accident; and vi) Carbon footprint, the objective of this paper is twofold. The results obtained are useful for academics as well as for public and private decision makers. It delivers insights about the potential of data when looking to increase logistics performance of companies and regions. Finally, a proposal for future research is presented.

5. RESEARCH METHODOLOGY

The type of study conducted here is descriptive in nature. A suitable survey was administered to the employees of THE PROFESSIONAL COURIERS Company and this research has to describe the present situation in order to know the behavior of the buyers. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and using statistical tools such as SPSS, the respondents data will be analyzed and suitable findings will be identified.

6. DATA ANALYSIS

TABLE 1. Highlighting Role of Team Leader in The Company

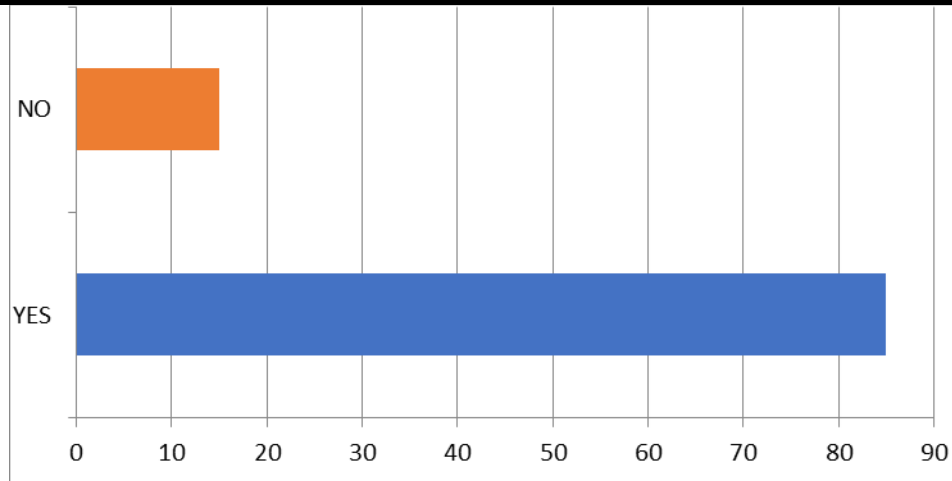
<u>ATTRIBUTES</u>		<u>FREQUENCY</u>	<u>PERCENTAGE</u>
YES	85		85.0
NO	15		15.0
TOTAL	100		

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.535 ^a	1	.215		
Continuity Correction ^b	.522	1	.470		
Likelihood Ratio	2.720	1	.099		
Fisher's Exact Test				.602	.259
Linear-by-Linear Association	1.519	1	.218		
N of Valid Cases	100				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	Do you think "Team Leader" motivates the employees? * Team Leader is responsible for increasing productivity.State this point.	100	100.0%	0	0.0%	100



Do you think "Team Leader" motivates the employees? * Team Leader is responsible for increasing productivity.State this point.

7. FINDINGS

1. The team leader is most needed in the management.
2. Most of the employees are highlighted for the hard work in the company.
3. Most of the employees are represented at the middle level in the company.
4. The employees are motivated by the team leader.
5. The opinion of the team leader in the management is good
6. Majority of the employees agree that the team leader is responsible for increasing the organizational productivity.
7. The respondents feel that they should follow rules and regulations to increase productivity.
8. The team leader’s participation in the management is normal.
9. Though feedback system exists in the company, it is not up to satisfactory

Suggestions

1. Most of the respondents feel that the important role of a team leader is only to improve the ergonomics of the employees but the company should make them understand that a team leader has several other roles to play.
2. The open discussion between team leader and the employees during the working hours should be on a regular basis which will help employees get clarity about the situation.
3. Mere following rules and regulations would not help the employees increase their productivity but they

- should also pay attention to the cues given by the team leader which will help them prove themselves.
4. The management should take initiatives to introduce new management development programmers to develop managerial people.
 5. The management can implement new methods to share the knowledge throughout the organization.

8. CONCLUSION

The conscious effort has to be made by the management to define the responsibility and steps have to be taken to help to improve the better service and achieve these objectives with optimum efficiency. The organization is to be designed with the intention of enhancing knowledge, skills and ability of the organization's employees to achieve both organizational and individual objectives. It is important to have a clear understanding of key performance indicators and to regularly analyze and assess operational data. Additionally, investing in training and development programs for employees, leveraging technology and automation, and fostering a culture of continuous improvement can all contribute to enhanced operational productivity. Ultimately, a focus on operational productivity can help businesses remain competitive, responsive to customer needs, and adaptable to changing market condition.

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