

# THE ABILITY TO NETWORK FOR LOGISTICS MANAGEMENT

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## ABSTRACTS

This research aims to 1) the ability to create a model of service integration and build trust focused. Integrated technological cooperation between networks to create value and mutual benefit, 2) to study the impact of achievements in networking, logistics and marketing effectiveness and competitive advantage 3. ) to study the causal factor of awareness of quality of service capabilities to manage change, including the availability of resources to capacity. Faber network management logistics.

The times is used. The concept and the theory that can be used as a framework to describe the can network management of logistics to Aquarius. Project network low logistics. The competitive advantage and the effectiveness of marketing is to use 3.1) theory about management of Logistics activity logistics concept integrated (Logistics Activity Of Integration) concept to build trust (Trust) meaning and importance. Of information and logistics (Meaning and importance of information and logistics) basic concepts of coordination (Coordinating). 3.2) impact the ability of the network logistics management concepts and theories about the advantage in the competition of (Competitive Theory) the concept about the ability of the entrepreneur. (Entrepreneurship) concepts of performance concepts of performance management based on factor 3.3) causes the SA. Can change management concepts and theories about the performance change in organization by means of competition. The management concepts and theories about the service of logistics.

**Keywords:** Capacity of the network to handle logistics., To create an integration service Provider, Recognizing the quality of service, The common values and shared interests, Competitive advantage of marketing effectiveness.

## INTRODUCTION

Logistics management is a cross-functional process, involving the planning, implementation and control of logistics management. The organization and implementation includes capacity building and logistics management network building. Effectiveness and effectiveness of information and financial transactions. Pongchai atikomratanakul holmium 2550 dereliction of duty is to take any action or action to obtain products and services, including sports. Handling, storing and distributing goods. From production to product delivery to the source of demand, efficiency and effectiveness are emphasized. The goal is to provide timely, timely, timely, timely, timely, in order to promote the value-added products and services throughout the process. The Importance of Coordination of Various Business Activities in Logistics System“ The goal of internal organization is to meet the needs of customers. High quality service and quality If we can compete effectively, Mr. Sir's metaphysical currency, 2550, management, in today's era, the organization has been integrated and integrated. Linking business activities with management standards. It covers

the scope and communication. External Logistics For the benefit of partners and customers, Shaveritz, Jay M&amp, OTT, J Holmium, Stephen Holmium 2001

Logistics base for the game's fall. The availability and capacity of resources as factors that contribute to the competitive advantage of resources, tangible Thavisakdi Sorat (2554), a knowledge of business process coordination, with the goal of building customer relations and internal. external growth of information technology and fast speeds. The resource is capable of managing your family to pass on to success in network management, logistics Chee and Noorliza (2010), creating the ability to tighten the arms of the business. Successful organizations focus on the performance of the organization as well as the first results of its operations resulting from a partnership between the organization mutual trade Quinn, (2003).

The ability to network management logistics. Organizations also need to focus on the creation of a form providing integrated logistics management, it's fall. This is another point of interest. According to the study, in the past, always pay attention to the results of the relationship between the factors of management. Logistics or one of the factors that affect performance directly. As a result, encourage coordination between the various functions. To create value for the partners needed to get cooperation from various agencies both inside and outside. To achieve the ultimate goal of the organization to satisfy customers and build a competitive advantage. Such deliveries are correct. Fast, reliable process information, to communicate, to be clear, including the services of the personnel department. To keep customers satisfied The work by logistics coordination or collaboration with other agencies.

That said, the readiness and capability of the organization and the internal resources to focus on integrating technology. And collaboration between networks is good. Requires the creation of trusted networks, organization of business logistics. The author of this article was to study. The ability to network management logistics. Although recent studies have managed logistics for the numerous competitive advantages, mostly of a nature of its business. But studies in the field of capacity building networks are also studied Khon minority. And the author has a detailed presentation elements used to measure the ability of a network to handle logistics. As well as the impact of achievements in networking, logistics and marketing effectiveness and competitive advantage to make it more understandable. And it has brought such knowledge to research the ability to network effectively.

### **Purpose of study**

1. To study the competency, create an integrated service model, and build trust that focuses on Technology integration, network collaboration to create value and mutual benefit
2. To study the impact of success in the logistics network on marketing efficiency and competitive advantage
3. To study the causal factors, the realization of the service quality, the ability to manage the change, including the availability of resources to the capacity of creating a logistics management network

### **Review of relevant literature and research proposals**

This study examines concepts and theories that can be used as a framework for describing the capabilities of creating a logistics management network. To create success in the network, logistics, and competitive advantage Is the application of theoretical concepts 3.1) Theoretical concepts about logistics management capability 3.2) Concepts of the ability

of the logistics management network 3.3) Causal factors of change management capability Detailed as follows

## **1. Theory about logistics management**

Logistics management is a work process that involves planning, operating, and controlling the work of an organization. Including the management of information and financial transactions related to the movement, storage, collection, distribution of goods, raw materials, components. And services to be most effective and effective, with regard to customer satisfaction is important. Pongchai Atikom Rattanakul (2007), but logistics and supply chain management Is related With the integration of all activities related to procurement, movement, storage and delivery of the products' status With services and data management Is a supporting factor that helps to make the said operations Able to achieve the goal efficiently. Wittaya Suharitdamrong (2007) has brought activities to obtain products and services. Including the movement, storage and distribution of goods From the source of origin until the product is delivered to the source of consumption by the said activity Must look like an integrated process By focusing on efficiency and effectiveness Which has the goal of just in time delivery to reduce costs By focusing on customer satisfaction and promoting to add value to products and services However, various processes Of the logistics system Must have a consistent interaction characteristics In order to achieve common objectives, Suharutdamrong (2007)

### **1.1 Concept of Logistics Activity Of Integration**

The Logistics Activity of Integration consists of many Activities and activities must be able to link operational activities to the same standard of management. The standardization in Logistics is that everyone who participates in that operation and has the same concept of management. Time and place in which all activities of the flow between processes in the logistics activities Has been fully linked to all activities, resulting in effectiveness in various industries Very well and efficiently Each industry will have different basic activities according to the nature of the business, product, resource sharing. Structure type of organization Activity level Logistics in each industry May start with some logistics activities and then expand the results of other logistics activities To cover the entire organization Therefore, the concept of management Logistics in modern times Have tried to integrate (Integration) and linking operational activities to have the same standard of management, the standardization that occurs in management The time and place in which all the activities of the flow during the process in the logistics activity must be right place, right time, right customer, right price ) The Lowest Cost (Right Cost) Mr. Metaphyshasakun (2007)

### **1.2 The concept of building trust**

Trust is an important issue and concept that attracts both businessmen and scholars in various sciences. Bartlett & Ghoshal, Covey (1995) breaks the definition or definition of trust. Different according to the paradigm that is the academic conceptual framework of researchers in each subject. But there are some scholars in the broad definition that trust is one person who is willing to take risks with another. Mayer, Davis & Schoorman (1995) or trust is the intention of The person who is at risk with other people Based on the belief that the other person is capable of revealing and trusting. Mishra (1996). In addition, McKnight (1996) conducted a study of the definitions and definitions of the word trust. The structure of trust is divided into 6 structures. 1. Trusting Intention is that one party is willing to rely on the other in any situation or event that occurs. With a sense of security Even if it gets a negative result After It is found that this spirit of trust consists of 5 components which are (a) potential negative impact (b) dependency (c) sense of security (d) situation context Specific and (e)

lack of confidence in control 2. Trusting Behavior Is a behavior that one party trusts, assigns obligations and powers Let the other person do anything on their own, even if it creates a risk. 3. Trusting Beliefs Barber (1983)

### **1.3 Meaning and importance of information and logistics**

Information system means information systems used in various forms such as for presentation, reporting, decision making, planning to make work within the organization more efficient at all levels. Thanaporn Kesakorn (2017) Information System means the system of storage Data processing By relying on personnel and information technology in order to obtain information suitable for each job or mission. Paitoon Kamdangdee (2017) Information System means a system in which computers are used to help in collecting and Collect or manage information so that it becomes good information Can be used to make decisions quickly and accurately. Pichai Leungarun (2005) Information system is a set of components that is responsible for collecting, processing, storing and distributing information to help decision making. And control in the organization A set of components that is responsible for the collection, processing, storage and distribution of information. To help make decisions And control in the organization. 3 activities are the input into the system (Input) Processing (Output) and the output (Output). The information system may be reflected. (Feedback) In order to evaluate and improve the imported data, information systems may be manual systems or computer-based systems. Skawarat Botaisong (2017)

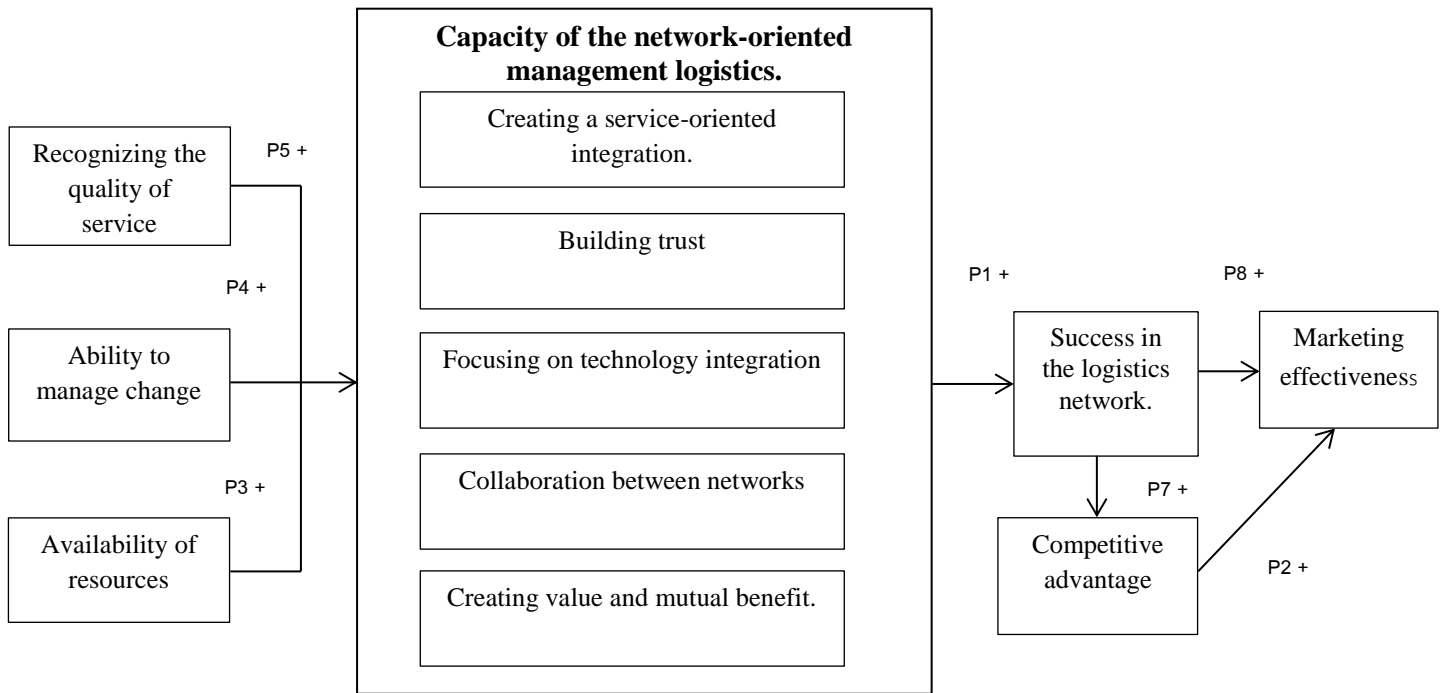
Nowadays, logistics management is an important goal that entrepreneurs can use as a source of competitive advantage. Both at the business and national levels Due to globalization which has resulted in increased business competition And greater liberalization of trade As a result, the business sector must upgrade the ability to conduct business in every way possible. Both reducing business costs and creating new added value, offering customers, managing the process of delivering products from manufacturers to consumers throughout the supply chain. Which in general business The entrepreneurs will mainly consider the cost of production and try to find ways to reduce the production cost to be lower. To compete with other competitors in the market Due to the increase in product prices to maintain the same income level Relatively difficult for the market structure and current competitive conditions. Umaporn Mani Niem (2016) with the goal of logistics management. Can be summarized into 6 items as follows 1. Speed of delivery of goods 2. Product flow 3. Information flow 4. Creating added value in activities that are relevant to the market's needs. 5. Reduce costs in relation to product operations and product care and transportation. 6. Increase the potential and efficiency of the competition.

### **1.4 Basic concepts of coordination (Coordinating)**

Coordination is very important to the administration of various departments, which, if considered deeper, will find that coordination will be inserted in every The steps of real management. Rattanaporn Sripayak (2010) in managing operational processes to achieve organizational goals. By relying on the planning process, organization management process, induction and control process To coordinate resources The important management is individuals, money, tools, news, information. In order to be effective and effective for Wipada Kuptanon (2008) in the administrative process relating to the making of various activities Of staff, operators, and various departments as one With the objective to enable all work to achieve goals, Kantasri Chalachai (2010)

Research proposal 1: The ability to efficiently create a network for logistics management

From the literature review. 3.1) Theory of Logistics Management Capabilities 3.2) The Impact of Logistics Management Network Capacity 3.3) Cause Factors Change Management Capabilities Change The To describe the study The ability to create logistics management networks Leading to the development of a research framework Show as picture 1 as follows



Picture. 1 Conceptual framework

## LITERATURE REVIEW

### The impact of the capabilities of the logistics management network

#### Concepts and theories of competitive advantage (Competitive Theory).

At present, the company operates its business in most people's working party responsible and to use their own resources. Cannot be shared This operation will enable the capability. Lack of integration activities The integration process is to make use of all the resources effectively. Moreover, the goods and services with market share increasing. The company also achieved compliance with corporate strategies and tactics to increase competition in the company's business professor. The advantage in the race for the country. Will affect the competitiveness of industries in the country. Has defined the concept in the form of Porter's Diamond Model, which shows the competitiveness of the industry consists mainly of the following four factors: 1. Terms factor (Factor Conditions) This section will be considered. Basic structure The elements of nature human resource Technological capabilities and financial support together with the related industries 2. (Related and Supporting Industries) industry typically contain. The industry has a related party (Related Industries) and the industry that supports them (Supporting Industries) relations activities are linked together. The nature of the supply chain (Supply Chain) encapsulates prospered (2555), which is linked to the industry are supporting each other. The relationship of

collaboration in the supply chain, which could cause the chain. Industry related support each (Related and Supporting Industries) industry typically contain. The industry has a related party (Related Industries) and the industry that supports them (Supporting Industries) relations activities are linked together. The nature of the supply chain (Supply Chain) encapsulates prospered (2555), which is linked to the industry are supporting each other. The relationship of collaboration in the supply chain, which could cause the chain. Industry related support each (Related and Supporting Industries) industry typically contain. The industry has a related party (Related Industries) and the industry that supports them (Supporting Industries) relations activities are linked together. The nature of the supply chain (Supply Chain) encapsulates prospered (2555), which is linked to the industry are supporting each other. The relationship of collaboration in the supply chain, which could cause the Supply chain is a strong third. Conditions on the demand for goods and services (Demand Conditions) the competitiveness of industries that are indicators of the quality of demand 4. Competition and Business Strategy (Context for Firm Strategy and Rivalry) competition. the increased business based on the idea of Gimenez V. (2005) to build the competitiveness of businesses. The businesses that succeed with a focus on performance that the organization is ranked first good results of operations resulting from a partnership between organizations that apply to mutual trade and are considered problem is. may be caused by the work. The update fixes the issues of the organization of working continuously in different ways. The work must be based on the principle of cooperation may well have more important things to consider are: 1) a link 2) has improved operations, and 3) the benefits clearly. Thus, in cooperation To be successful, organizations need to consider. Building linkages between organizations. Collaboration Improvement Organization Benefit-sharing, which are discussed in detail as follows: 1) establishing a link between the organization to be effective, many scholars have studied them in detail how to conduct a productive job.

### **The idea about the ability of the operator. (Entrepreneurship)**

operator means the party organization recognized by the business risk for profit. Entrepreneurs are individuals who are critical of the capitalist economic system. A person who discovers a new business idea and gather funds to establish a business. Organize Business Insider Management and operation of businesses to provide goods and services to. Features of entrepreneurs Party organization recognized by the business risk for profit. There are 3 main things to consider preliminary want anything in return from the business owner. Check the various obstacles that may arise. And evaluate their own skills to help them succeed.

### **The ability of entrepreneurs to succeed.**

The success of the entrepreneur Among those businesses are very different in terms of mood and motivation, as well as among the employees. However, the study found that in general, the business achieved a certain individual personality. A group of psychologists have studied a group of chief executives of successful business by setting up and testing a profound question. And can not remove elements of this dimension measure the 5 GT Lumpkin & Dess (1996).

Research proposals:2 the competitive impact of the success of the network logistics.

Research proposals:7 the success of the network and the ability to manage logistics.

Research proposals : 8 effective marketing of the car to create a network of logistics.

### **Factors ability to manage change**

3.1 concepts and theories about the changes in the operational organization.

Change was conceptualized in order to deal with the change to a defined target occur simultaneously. Concept development. When it comes to improving education is the way to be an important tool to be seen from various countries. Giving priority to education in

particular. The current is changing at a rapid rate institution is seen as a social (Social system), which refers to the source; reciprocity with compositions including feeder (input), such as the news. or more people into the process (transform) and output (output) is a product and service system may include a feedback control to work with. If the result is below the defined standards may have to change the feeder or so, or both. Organizational effectiveness is directly influenced by forces from outside and within the organization with the ability to adapt the organization Puangrat pollen Medicine (2552) suggested that the organization is doing something different transition plan is. modify activities to contribute to the goals Robbins (2010) reinforced the idea that change is yielding power to make a difference here. The original format Both the quality and organization, Williams (2011).

The meaning of the above conclusion. The change means changing the organization's efforts with the goal of improving or changing the system of organization. Which may be required to provide organizations with the ability to respond to changes resulting from the internal environment. And outside the organization, and according to the goals set Williams produces (2011)

3.2 Analysis of causal factors means factors that affect the organization the freedom to conduct business and be successful. By comparison, the influences that occur extensively. To organizations Can be applied to suit the personal development and team building activities in the organization to shed light Mutiny (2553)

3.3 concepts and theories about the service. The service means activity or satisfaction. , Which was offered for sale Or activities as well as sales, service Sumana is Pho (2552) has the meaning of a service that is "behavioral activities, actions that a person makes or delivers to another person with the aim and intention of delivering. the services "or" service is something that is difficult to handle and touch a dead decays easily. Services will be made and to deliver user services (customers) to living that service immediately or almost immediately that the service is "Verapong celebrate Julian Hughes (2552), the. Services are intangible, is a matter of satisfying abstract intangible. This is different from a tangible product. Based on the concept of service The manner in which the service provider intends done. Or treat customers in a certain extent and do it successfully, that is.

In conclusion, the service means taking action to meet the needs of clients as well as excellent based on the need for quick, safe, fair, transparent and meets the needs of the clients as much as possible. It brings to impress or satisfy our clients. And create a good image of the organization.

Research proposals3 : the availability of resources, the ability to create a network of logistics.

Research proposals 4: The ability to manage changes to network logistics.

Research proposals 5: Awareness of the quality of the service capacity of the network logistics.

### **Benefit from research**

1. Benefits Management (Management, Research, For Contributions)

1) the organization can be used to analyze the data. Planning, design, implementation, The updated guideline development, network management, logistics. The personnel involved in joint responsibility in a systematic way. The technology and application of communication between organizations, including customers, to respond quickly and efficiently

2) the data were used as a guide to adjust the paradigm of entrepreneurship. Recognizing the quality of service This collaboration between networks. Creating Value mutual benefit. And the creation of network-oriented management logistics. The guidelines for the proper implementation and more sustainable.

3) the preparation and strengthening services to businesses in the logistics segment of small and medium enterprises. Which is considered the cornerstone of the business economy

Thailand. Can raise the standards of professionalism and success of the business in logistics to create a competitive advantage both at home and abroad and the pace of ASEAN into a strong and sustainable.

2. Theoretical benefits (Theoretical Contributions for Research) study The ability to create a logistics management network This contributes to the technical benefits of the concept and theory application on management theory. Logistics 1) Theory concept about Logistics Management 2) concept of logistics Management Network capability 3) causal factors, the ability to manage the transformation of network capability, management, logistics this can lead to further research and development, such as bringing theoretical concepts to study with different abilities, such as creating an integrated service model and the ability to manage network logistics. Build Trust Focus on the technological integration The collaboration between the network and the creation of value and benefit of the logistics business organization, as well as the dissemination of knowledge of the management network. More logistics to be applied

### **Suggestions for future research.**

The study Capacity of the network to handle logistics. This study used methodology hybrid (Mix Methods) using the research process descriptive (Explanatory Sequential Design) The research is divided into two phases: the first phase is the primary research is quantitative research prior to. research problems And continue with qualitative research to help explain more clearly. (Creswell, 2015) 1) quantitative research. (Quantitative Research) in a population-based research. Operators providing logistics. / Entities operating in the logistics management of Third Party represented by the sample entrepreneurs, employees, distributors of raw materials. Or small businesses around the business as a unit of analysis. To get more insights. This study can be applied to a neurologist. And the mix of quantitative and qualitative research to be confirmed by gathering insights to sample it. Use case studies to navigate the business side. Networking oriented management logistics.

## **RESULTS**

of the study can create network-oriented management logistics. 1. To study the ability to create a service-oriented integration and the creation of the trust that focuses on integrating technological cooperation between networks to create value and mutual benefit to 2. effect of success in network logistics efficiency and market competitiveness 3. to study the causal factor awareness. Usually the quality of service capabilities to manage change, including the availability of resources, the ability to network management logistics. Success in network logistics, and marketing effectiveness.

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