

**THE IMPACT OF GOVERNANCE AND COMPLEXITY OF UNIFORM CUSTOMS AND TECHNOLOGY ON
OPERATIONS MANAGEMENT: THIRD PARTY LOGISTICS CASE STUDIES**

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ABSTRACT

Today's global market is more fiercely competitive than yesterday. Competitive pressure and technological change force international firms to change the way they do business. The third-party logistics (3PL) industry continues to be very dynamic. The use of the third-party logistics services by large international firms has expanded steadily, and the services process has become more sophisticated and complicated. This paper addresses the impact of Uniform Customs and Practice imposed by the International Chamber of Commerce, technology usage, and knowledge management on third-party logistics including causes of the use of those services on such issues as logistics practice, service levels, and shipper satisfaction. Since the challenges of complexity, responsiveness, and governance related to operations management lie along the path for managers to make a proper execution and solution, the findings from this research could be a potential contribution for business community and manager success in the future.

Keywords: *Governance and Complexity, Uniform Customs and Practice, Technology, Third Party Logistics.*