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Abstract

The objective of this study is to validate the model fitness in Thailand for logistics business management related to the adoption of Smart Logistics (SLAPR) and its influence, in respect of service providers, thus coming up with a decision-making plan. The quantitative research was employed in the process, and the sample size is six large logistics service providers, 400 respondents in Thailand. The research instrument consisted of a five-section questionnaire with a total number of questions of 108. A number of statistical methods were employed for data analysis, including the usage of structural equation modeling (SEM). The model consists of four constructs: Smart

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### Logistics business management of provider in Thailand with smart logistics

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**ABSTRACT**

The objective of this study is to validate the model fitness in Thailand for logistics business management related to the adoption of Smart Logistics (SL4PM) and its influence, in respect of service providers, that coming up with a decision-making plan. The quantitative research was employed in the process, and the sample size is six large logistics service providers, all registered in Thailand. The research instrument consisted of a five-section questionnaire with a total number of questions of 106. A number of statistical methods were employed for data analysis, including the usage of structural equation modeling (SEM). The model consists of five constructs: Smart Logistics Administration and Management (SLA), Smart Logistics Freight Management (SLF), Smart Logistics Route and Working Space Management (SLR), and Performance (PER). The model fit satisfactorily and it therefore appropriate for strategic use in large logistics firms in Thailand engaged in the provision of international logistics services including maritime and air freight, dangerous goods transportation, part services for export, warehouse leasing services, customs clearance, and supply chain management from upstream to downstream. This study identifies the performance construct including service, cost reduction, reducing complexity, labor reduction, and operational efficiency improvement. PER is directly influenced by the SLA construct with a direct effect (DE) value of 0.80. The results of the above results explained that company executives have to implement Smart Logistics as soon as possible so that results are achievable in one year.

**1. Introduction**

It is important to note that the logistics industry has become very essential in driving the economy of Thailand since it is an integral part of the product and service cycle for delivering goods and services to domestic and international customers. Logistics is a dimension of the supply chain process and influences in several functional areas, including marketing, finance, production, sales, research and development (R&D), information technology (IT), and customer services (de Souza et al., 2020; Sivas et al., 2023). The sector plays a critical role in the economic growth of Thailand, assisting several industries in ensuring that the supply chain operations work successfully. It serves as a critical enabler

of the sector. It also highlights other environmental problems, such as increased CO<sub>2</sub> emissions caused by logistics activities.

Green logistics operations also increasingly stress the need for environmental sustainability (Lindbo et al., 2023). That entrepreneurs are starting to adopt green supply chain management (GSCM) practices in order to minimize environmental impacts and reduce their operations costs. Such practices include the development of environmental management systems and strategies on green procurement (Doolabhakar, 2019; Swaidi et al., 2022), concludes that in the Thai the industry there has been successful integration of green productivity with value chain analysis for better sustainability. Examples include recycling waste and optimizing energy use during production, signif-