

THE INFLUENCE OF TRUST AND POWER TO COLLABORATION ON VIETNAM FRUITS & VEGETABLES SUPPLY CHAIN

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ABSTRACT

Purpose: This paper's purpose is to examine the impacts of mutual trust and power on Supply Chain Collaboration. Three aspects that are important in the study of supply chain management and understand those impacts in accordance with the realistic situation of Vietnam's Fruits and Vegetables Export Market. Therefore, the authors would propose some recommendations to improve the collaboration especially in Vietnam export fruits and vegetables supply chain.

Design/Methodology/Approach: The authors used qualitative and quantitative method in this research. The qualitative approach comes up with metrics which are suitable to properly measure the different aspects of trust, power, collaboration and summarize those metrics in a survey. The quantitative approach uses the questionnaire to collect the data from a network of companies and cooperatives in Vietnam export fruits and vegetables supply chain and perform specific analysis to give out logical explanation about the correlations and impacts between the metrics for trust, power and collaboration.

Findings: The research is still ongoing.

Originality/Value: This paper will point out whether there is a considerable influence of trust and power on collaboration in the context of Vietnam Export Fruits and Vegetables Supply chain and the scope of those influence: Major or Minor? Positive or Negative? Or some unclear patterns that need further research to come?

Keywords: Vietnam export fruits and vegetables supply chain, trust, power, supply chain collaboration.

THE IMPACT OF OPERATIONAL AND SERVICE CONSOLIDATION ON SERVICE QUALITY AND CUSTOMER SATISFACTION IN CONTAINER SHIPPING

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ABSTRACT

Purpose: The aim of this study is to examine how various aspects of operational and service consolidation in terms of Mergers and Acquisitions (M&A) and strategic alliance in container shipping lines affects their service quality and eventually customer satisfaction, upon which operational and management improvements are proposed accordingly.

Design/methodology/approach: This study employs the triangulation of methods, combining qualitative and quantitative methods as the research strategy. In the first phase, which is reported in this paper, based on the proposed conceptual model developed from the literature review, seven face-to-face in-depth interviews were conducted with five logistics service providers and two peak associations representing shippers as well as customs brokers and forwarders in Australia in which they were asked to elaborate on aspects of service quality of container shipping and how it is affected by shipping consolidation and its resulting impacts on customer satisfaction. In the second phase, a survey shall be conducted with different groups of participants who are customers of container shipping lines, including freight forwarders/logistics service providers and shippers in Australia.

Findings: Findings from the in-depth interviews reveal that the operational and service consolidation in container shipping may affect container shipping lines' service quality and customer satisfaction in several ways. Some aspects of their service quality relating to the service outcomes such as on-time delivery, cost, etc. may be enhanced while others regarding the service process experience may be negatively affected. These in turn create a mixed impact on customer satisfaction.

Research limitations/implications: As this is the 1st stage of a larger research, this study is constrained in its qualitative approach and small number of interviews. This however will be addressed in the subsequent survey. Findings from this research would help to shape more effective decisions relating to container shipping service quality and customer performance.

Originality/value: As there are not many studies carried out to examine the effects of shipping service consolidation on service quality and customer satisfaction, further exploration needs to be done so as to enhance knowledge in this industry. In this respect, this study is original as it is the first study conducted in Australia which is a shipper country and relies heavily on foreign shipping lines for their foreign trade.

Keywords: *container shipping, consolidation, strategic alliance, service quality, customer satisfaction.*