

Effect of Freight Transport Intensity on Firm Performance: Mediating Role of Operational Capability

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Abstract : During the past two decades, huge population growth has been recorded in developing countries. This led to an increase in the demand for transport services for human and merchandises. The study sought to examine the effect of freight transport intensity on firm performance. Among others, this study sought to examine the link between freight transport intensity and firm performance; the link between operational capability and firm performance, and the mediating role of operational capability on the relationship between freight transport intensity and firm performance. The study used a descriptive research design and a quantitative research approach. Questionnaires were used for the data collection through snowball sampling and purposive sampling. SPSS and Mplus are being used to analyze the data. It is anticipated that, when the data is analyzed, it would validate the hypotheses that have been proposed by the researchers. Based on the findings, relevant recommendations would be made for managerial implications and future studies.

Keywords : freight transport intensity, freight economy transport intensity, freight efficiency transport intensity, operational capability, firm performance

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