

Partner Selection for Horizontal Logistic Cooperation

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Abstract : Many companies see horizontal cooperation as a promising possibility to increase their efficiency in outbound logistics. The selection of suitable partners has particular importance in the formation of horizontal cooperation. Up until now, literature mainly focused on general applicable methods for the identification of cooperation partners without a closer examination of the specific area where the cooperation takes place. Thus, specific criteria as a basis for the partner selection in the field of logistics cooperation are missing. To close this scientific gap, an explorative research approach is used to answer the open question of the article. To collect the needed criteria, a qualitative experiment with 20 participants from 16 companies was done. Within this workshop, general criteria, as well as sector-specific requirements, have been identified which were integrated in a partner selection model.

Keywords : horizontal cooperation, logistics cooperation partnering criteria, partner selection

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