

Port Logistics Integration: Challenges and Approaches: Case Study; Iranian Seaports

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Abstract : The recent competitive market in the port sector highly depend on logistics practices, functions and activities and seaports play a key role in port logistics chains. Despite the well-articulated importance of ports and terminals in integrated logistics, the role of success factors in port logistics integration has been rarely mentioned. The objective of this paper is to fill this gap in the literature and provide an insight into how seaports and terminals may improve their logistics integration. First, a literature review of studies on logistics integration in seaports and terminals is conducted. Second, a new conceptual framework for port logistics integration is proposed to incorporate the role of the new variables emerging from the recent developments in the global business environment. Third, the model tested in Iranian port and maritime sector using self-administered and online survey among logistics chain actors in Iranian seaports such shipping line operators, logistics service providers, port authorities, logistics companies and other related actors. The results have found the logistics process and operations, information integration, value-added services, and logistics practices being influential to logistics integration. A proposed conceptual framework is developed to extend the existing framework and incorporates the variables namely organizational activities, resource sharing, and institutional support. Further examination of the proposed model across multiple contexts is necessary for the validity of the findings. The framework could be more detailed on each factor and consider actors perspective.

Keywords : maritime logistics, port integration, logistics integration, supply chain integration

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