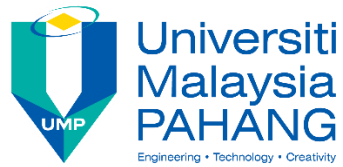


THE EFFECTS OF LOGISTICS-RELATED
KNOWLEDGE MANAGEMENT OF COURIER
SERVICE PROVIDER ON E-BUSINESS
PERFORMANCE

NURUL IZZAH BINTI MOHD SHAH

Doctor of Philosophy

UNIVERSITI MALAYSIA PAHANG



SUPERVISOR'S DECLARATION

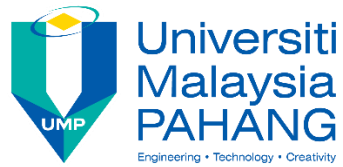
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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
B2B	Business-To-Business
B2C	Business-To-Customers
C	Creativity in courier service
COD	Cash On Delivery
CPL	Courier Partner Logistics
CR	Composite Reliability
CRM	Customer Relationship Management
CSCMP	Council of Supply Chain Management Professionals
EBL	E-Business System Adoption Level
EBP	E-business Performance
ERP	Enterprises Resource Planning
FP	Financial Performance
HTMT	Heterotrait-Monotrait Ratio
IBM	International Business Machines
IFD	Inter-Firm Dependence.
IPR	Industry Performance Report
KBT	Knowledge-based Theory
KBV	Knowledge-based View
KM	Knowledge Management
KMP	Knowledge Management Process
KMS	Knowledge Management System
LRKD	Logistics-Related Knowledge Dissemination
LRKG	Logistics-Related Knowledge Generation
LRKM	Logistics-Related Knowledge Management
LRKR	Logistics-Related Knowledge Responsiveness
LRKS	Logistics-Related Knowledge Shared Interpretation
LSP	Logistics Service Providers

MATRADE	Malaysia External Trade Development Corporation
MCMC	Malaysian Communications and Multimedia Commission
MDEC	Malaysia Digital Economy Corporation
MITI	Ministry of International Trade and Industry
MLD	Malaysia Logistics Directory
MLC	Malaysia Logistics Council
MOSTI	Malaysian Science and Technology Indicators
MOT	Ministry of Transport Malaysia
MSC	Multimedia Super Corridor
NFP	Non-Financial Performance
OECD	Organization for Economic Co-operation and Development
PBS	Pocket Book of Statistics
PLS-SEM	Partial Least Square-Structural Equation Modelling
RBV	Resource-Based View
RMSR	Root Mean Square Residual
SCM	Supply Chain Management
SECI	Socialization, Externalization, Combination and Internalization Process
SMA	Service Market Ability
SNW	Service Newness
SPSS	Statistical Package for the Social Sciences
TCE	Team Creative Efficiency
VAF	Variance Accounted For
VIF	Variance Inflation Factor

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ABSTRAK

Penembusan Internet dan telefon pintar yang cepat menjadikan perkhidmatan kurier dan e-perniagaan Malaysia berkembang dengan pesat, terutama untuk menyokong satu sama lain. Perkembangan industri e-perniagaan telah menggalakkan syarikat-syarikat kurier untuk membangunkan lebih banyak perkhidmatan kreatif untuk memenuhi keperluan rakan kongsi mereka, iaitu syarikat-syarikat e-perniagaan. Bagi mewujudkan perkhidmatan kreatif syarikat kurier perlu mempunyai proses pengurusan pengetahuan dalam logistik yang berkesan. Kajian ini menemui jurang antara pengurusan logistik, pengurusan pengetahuan dan kreativiti, terutamanya dalam perkhidmatan kurier bagi penambahbaikan prestasi syarikat e-perniagaan. Kajian ini bertujuan untuk membangunkan rangka kerja baru pengurusan pengetahuan berkaitan logistik ke arah meningkatkan prestasi e-perniagaan dengan mengambil kira peranan kreativiti sebagai mediator serta peranan pergantungan antara firma sebagai moderator. Pensampelan rawak berstrata dan kaji selidik silang daripada 92 responden dari 14 syarikat kurier telah dijalankan untuk menentukan kreativiti dalam perkhidmatan kurier dan menyiasat hubungan empat penentu LRKM. Penentu LRKM ialah LRKG, LRKD, LRKS dan LRKR. Manakala, pemilihan rawak 92 responden dari 56 syarikat e-perniagaan mengukur prestasi dari sudut FP, EBL dan IFD. SmartPLS 3.0 telah digunakan untuk menganalisis data. Keputusan menunjukkan bahawa di antara faktor-faktor LRKM oleh syarikat kurier, LRKD adalah faktor yang paling menyumbang bagi mendorong prestasi rakan niaga mereka, diikuti oleh LRKR. Bagaimanapun, LRKG dan LRKS tidak signifikan. Kreativiti terbukti memainkan peranan sebagai mediator antara hubungan LRKM dan Prestasi E-Perniagaan. IFD terbukti memainkan peranan sebagai moderator antara hubungan Kreativiti dan Prestasi E-Perniagaan, di mana IFD menguatkan hubungan ini tetapi bukan untuk hubungan LRKM dan Prestasi E-Perniagaan. Implikasi kajian: i) untuk meningkatkan dan membantu prestasi e-perniagaan sebagai rakan kongsi, syarikat-syarikat kurier perlu terus berusaha memperbaiki LRKD dan LRKR serta meningkatkan usaha lagi LRKG dan LRKS; ii) untuk meningkatkan prestasi e-perniagaan, syarikat kurier bukan sahaja perlu meningkatkan LRKM, tetapi perlu juga melabur dalam Kreativiti yang menjadi penunjuk utama untuk meningkatkan prestasi e-perniagaan; iii) untuk meningkatkan lagi sumbangan kreativiti perkhidmatan kurier ke atas prestasi e-perniagaan, IFD perlu diberi perhatian kerana kesan penyederhanaan adalah positif. Sumbangan kajian: memberi lebih banyak maklumat mengenai factor dan hasil LRKM terhadap prestasi e-perniagaan; menunjukkan kepentingan kreativiti dalam sektor perkhidmatan; menjelaskan pergantungan antara syarikat kurier dan rakan e-niaga mereka, terutamanya di Malaysia. Diharapkan kedua-dua industri dapat dibangunkan dengan lebih baik untuk Malaysia menjadi negara maju menjelang tahun 2020.

ABSTRACT

The rapid penetration of the Internet and smart-phones are accelerating the development of Malaysia's courier and e-business industries, especially towards supporting each other. E-business industry have been encouraging courier companies to develop more creative services to fulfill the requirements of partners by e-business companies. Nevertheless, to create services, the courier companies need to have efficient knowledge management processes in addition to managing logistics. However, there was lacking of sufficient guidance on bridging the gaps between logistics management, knowledge management and creativity, especially for both courier and e-business companies. Hence, the study mainly aimed to develop a novel logistics-related knowledge management framework towards e-business performance considering the mediating role of creativity as well as the moderating role of inter-firm dependence. A stratified random sampling and cross-sectional survey by 92 respondents from 14 courier companies was undertaken which had Creativity in Courier Services (C) and four determinants of Logistics-Related Knowledge Management (LRKM). These determinants were: logistics-related knowledge generation (LRKG), logistics-related knowledge dissemination (LRKD), logistics-related knowledge shared interpretation (LRKS) and logistics-related knowledge responsiveness (LRKR). Then, 92 respondents from 56 random selected E-business companies were surveyed on their financial performance (FP), e-business adoption level (EBL) and inter-firm dependence (IFD). The partial least square structural equation modeling was applied for data analysis using SmartPLS 3.0. The results demonstrated that among the factors of LRKM in courier companies, the LRKD was the most contributing factor that drove their e-business partner's performance, followed by LRKR. Meanwhile, LRKG and LRKS are less contributing factors and were not significant. It was proved that creativity played a mediator role between the LRKM and E-Business Performance relationship. It was also found that IFD played the role of a moderator between the C and E-Business Performance relationship, it also strengthened the relationship. However, IFD did not mediate the relationship between LRKM and E-Business Performance. Hence, the implies: i) to enhance and help their partners' e-business performances, the courier companies should continue focusing their efforts on both LRKD and LRKR, then invest more efforts on the least contributing factors of LRKG and LRKS, as which are part of the LRKM process and also contributing to E-Business Performance; ii) to further enhance E-Business Performance, courier companies should also invest in its C, which is a latent driver that facilitates E-Business Performance; and iii) to further assist the contribution of C onto e-business performance, more attention could be paid to IFD, in order to utilize its positive moderating effects. This research presents several theoretical contributions by providing further insights on determinants and outcomes of LRKM towards E-Business Performance, the importance of creativity of courier companies; the inter-dependence between courier companies and their e-business partners, especially in Malaysia. It is hoped that both industries could be better developed to boost Malaysia to become a fully developed nation by the year 2020.

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