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
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We hereby declare that we have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of the degree of Doctor of Philosophy.

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I hereby declare that the work in this thesis is my own except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at University Malaysia Pahang or any other institutions.

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THE EFFECTS OF LOGISTICS-RELATED KNOWLEDGE MANAGEMENT
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NURUL IZZAH BINTI MOHD SHAH

Thesis submitted in fulfillment of the requirements
for the award of the degree of
Doctor of Philosophy

Faculty of Industrial Management
UNIVERSITI MALAYSIA PAHANG

MARCH 2018
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<td>AVE</td>
<td>Average Variance Extracted</td>
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<tr>
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<td>B2C</td>
<td>Business-To-Customers</td>
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<tr>
<td>C</td>
<td>Creativity in courier service</td>
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<td>COD</td>
<td>Cash On Delivery</td>
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<td>CPL</td>
<td>Courier Partner Logistics</td>
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<td>CR</td>
<td>Composite Reliability</td>
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<td>CRM</td>
<td>Customer Relationship Management</td>
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<td>CSCMP</td>
<td>Council of Supply Chain Management Professionals</td>
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<td>EBL</td>
<td>E-Business System Adoption Level</td>
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<td>EBP</td>
<td>E-business Performance</td>
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<td>Enterprises Resource Planning</td>
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<td>HTMT</td>
<td>Heterotrait-Monotrait Ratio</td>
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<td>IBM</td>
<td>International Business Machines</td>
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<td>IFD</td>
<td>Inter-Firm Dependence.</td>
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<td>IPR</td>
<td>Industry Performance Report</td>
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<td>KBT</td>
<td>Knowledge-based Theory</td>
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<td>Knowledge-based View</td>
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<td>LRKS</td>
<td>Logistics-Related Knowledge Shared Interpretation</td>
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<td>LSP</td>
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<td>MATRADE</td>
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<td>Malaysian Communications and Multimedia Commission</td>
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<td>MDEC</td>
<td>Malaysia Digital Economy Corporation</td>
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<td>MITI</td>
<td>Ministry of International Trade and Industry</td>
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<tr>
<td>MLC</td>
<td>Malaysia Logistics Council</td>
</tr>
<tr>
<td>MOSTI</td>
<td>Malaysian Science and Technology Indicators</td>
</tr>
<tr>
<td>MOT</td>
<td>Ministry of Transport Malaysia</td>
</tr>
<tr>
<td>MSC</td>
<td>Multimedia Super Corridor</td>
</tr>
<tr>
<td>NFP</td>
<td>Non-Financial Performance</td>
</tr>
<tr>
<td>OECD</td>
<td>Organization for Economic Co-operation and Development</td>
</tr>
<tr>
<td>PBS</td>
<td>Pocket Book of Statistics</td>
</tr>
<tr>
<td>PLS-SEM</td>
<td>Partial Least Square-Structural Equation Modelling</td>
</tr>
<tr>
<td>RBV</td>
<td>Resource-Based View</td>
</tr>
<tr>
<td>RMSR</td>
<td>Root Mean Square Residual</td>
</tr>
<tr>
<td>SCM</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>SECI</td>
<td>Socialization, Externalization, Combination and Internalization Process</td>
</tr>
<tr>
<td>SMA</td>
<td>Service Market Ability</td>
</tr>
<tr>
<td>SNW</td>
<td>Service Newness</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
</tr>
<tr>
<td>TCE</td>
<td>Team Creative Efficiency</td>
</tr>
<tr>
<td>VAF</td>
<td>Variance Accounted For</td>
</tr>
<tr>
<td>VIF</td>
<td>Variance Inflation Factor</td>
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</tbody>
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THE EFFECTS OF LOGISTICS-RELATED KNOWLEDGE MANAGEMENT OF COURIER SERVICE PROVIDER ON E-BUSINESS PERFORMANCE

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Thesis submitted in fulfillment of the requirements for the award of the degree of Doctor of Philosophy

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ABSTRAK

ABSTRACT

The rapid penetration of the Internet and smartphones 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). There 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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