Creating Shared Value from Collaborative Logistics Systems

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Abstract

Shared value enhances the competitiveness of a company while simultaneously reducing societal burdens. By allowing companies to share their resources, collaborative logistics systems provide companies with an opportunity to create shared value through collaboration, namely, not only enhance the utilization of resources, but also reduce energy consumptions and greenhouse gas emission associated with logistics, production, and transportation. However, the development of collaborative logistics systems is currently at a nascent stage. There are quite a few technological and non-technological barriers to overcome. This research, currently in progress, will highlight one set of social (or non-technological) barriers, that is, competition-oriented conservatism prevalent in the industry, which should be overcome to create shared value. Using the case study methodology and interview data, we attempt to closely investigate ES3 and Flexe, which provide collaborative logistics services and illustrate the requirements for addressing social barriers to create shared value from collaborative logistics systems.

Keywords: Shared Value, Economic, Social, Barriers, Logistics, Collaboration