

The Survey of Role of Freight Forwarders in the Coordination Supply Chain

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Abstract

Undoubtedly, the Supply Chain members are dependent on each other for resources and information, and this dependency has been increasing in recent years due to outsourcing, globalization and rapid innovations in information technology. This increase in independency brings some of risk and uncertainty too along with benefits. To encounter these challenges, SC members must try to establish a unified system and coordinate with each other. To view supply chain as a big system and the consideration of interests of the supply chain members and all taken together, adds difficulty to coordinate supply chain members. Thus, our specific intent is explaining and introduces nature of freight forwarders functions as a mechanism to create and reinforcement coordination between SC members as a value chain, which is a conducive to create added value for all of them. And finally, how different sorts of freight forwarders can implement coordination throughout Supply Chains in the real world as one of desirable modes of coordination mechanisms.

Keywords

Supply Chain Coordination, Freight Forwarders, Supply Chain, Logistics, Coordination