

3. The impact of Electronic Commerce on Freight Forwarders A Case of Team Asia Co

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The internet is revolutionizing the way of doing business today because electronic commerce offers various capabilities and benefits in conducting business. In particular, the potential of the commercial World Wide Web on the internet, one major source of electronic commerce, offers an



unparalleled opportunity for gaining competitive advantage in the global market. However, taking advantage of the internet to support business for freight forwarders has received little attention. Therefore, this paper investigates the impact of establishing a Web site on efficiency, effectiveness and strategy. How does it create value-added with relationship to customers and business partnerships?

First, a literature review on electronic commerce, including in freight forwarding business is addressed in Chapter 2. In the 1970s and 1980s, Electronic commerce(E-commerce) between business began sending and receiving purchase orders, invoices and shipping notifications electronically via electronic data interchange(EDI).

Second, this study examine evaluating the benefits of establishing a Web communication channel for freight forwarders by presenting a quantifying value of Office Automation, a measurement for Web Marketing Communication and building a framework to identify a qualitative value of the Web. Ideally, when the Web communication channel is introduced, it causes a shift toward the direction of higher valued activities as well as reduces the nonproductive work time.

Third, using a case of the Team Asia Company and applying in appropriate methods, both quantitative and qualitative methods are addressed in Chapter 3. To evaluate tangible benefits from establishing the Web, a model for qualifying the value of Office Automation is well suited for this case study. Meanwhile, to evaluate intangible benefits from establishing the the Web, a framework to identify opportunities is a qualitative method for the case study.

Finally, this apparent analysis is that the Web would play a much greater role in business-to-business for freight forwarders accordingly ;

- 1) Reduced administration cost,
- 2) Accelerated business process,
- 3) Reduce communication cost,
- 4) Improved communication,
- 5) Creation of customer value

However, only one case study was limited to this study. At present, the company has not fully implemented a full commercial Web site since the number of trading firms which started up E-commerce are few in number.