

ABSTRACT

With the rapid developments in the world of trade, the relationship management in business has gained greater importance than ever before. Leading organisations are making continuous efforts to maximise their gains by minimising the overhead costs by adopting new logistics strategies. These developments have provided convincing evidence that a good customer-supplier collaboration is a critical element for a long-term relationship, which could eventually maximise the effectiveness and efficiency of the organisational performance. Within this overarching concept, my research is designed to explore the factors contributing to a long-term customer – supplier collaboration. It will examine this collaboration in relation to the logistics industry of Sri Lanka based on a number of independent variables including trust, communication, responsiveness, adaptation, competitiveness and accountability. To examine the concept, a semi-structured questionnaire was sent out by email to recipients who are directly involved in logistical activities. Once primary data was collected, it was analyzed to explore the relationship quality by using the MS excel and SPSS softwares. The results manifest that the variables have a greater impact on the long-term relationship continuity in the field of logistics industry. The factors i.e. information sharing, joint planning and problem solving, relationship flexibility will lead to the customer satisfaction, customer-supplier retention, relationship loyalty, competitive alliance and future expectation and intensions. Those factors were greatly influenced by the research variables including accountability, trust, communication, responsiveness, competitiveness and adaptation. It is expected that this research will contribute to the betterment of the logistics industry in Sri Lanka by presenting the key factors affecting healthy and sustainable customer-supplier collaboration.

Key words;

Logistics industry - customer-supplier collaboration – accountability – trust – responsiveness-communication - adaptation - competitiveness and relationship continuity.