

# An Information Operational Model for the Goods Maritime Transport Management in Thai Supply Chain

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**Abstract**— The research aimed to develop and to assess an information operational model for the goods maritime transport management in Thai supply chain. A samples are ten experts in the field of information and supply chain. The data is analysed by means and standardized deviations. The research about an information operational model for the goods maritime transport management in Thai supply chain consists of six elements namely main elements Carriers, Port operator, Freight forwarders Suppliers and Customers. The assessment about an information operational model for the goods maritime transport management in Thai supply chain using Black-Box technique. The research findings revealed that an information operational model for the goods maritime transport management in Thai supply chain is appropriate at the high level which mean that This model can be develop information system.

**Keywords**— An information operational model, goods maritime transport management, Thai supply chain

## 1. Introduction

In current, Maritime supply chain is a structured by an integration of maritime services and transshipment functions to maritime distribution functions. [9],[11] A maritime supply chain is “the connected series of activities pertaining to shipping services which is concerned with planning, coordinating and controlling containerized goods from the point of origin to the point of destination”. [10],[11] Maritime supply chain comprise interconnected and globally distributed organizations involving different entities. Arguably, maritime supply chain is complex as it involves several types of interactions among supply chain partners, which require effective relationship management. [11], [12] An application of concept of supply chain management information system is applied to maritime transport. It will be optional because

the business needs to be highly competitive due to increasingly high competitions from both within and outside the country. In order to be highly competitive, organizations in the sector need to have personnel with, ability who can work efficiently to increase output. The organizations, therefore, need to have sufficient information and resources to increase their respond to the demand of their clients. Thus, the supply chain management process is a key process to support the organization’s whole activities system from upstream to downstream. It enables the organization to promptly check the information system to ensure that the organization operates smoothly and effectively based on the determined strategies. [8] Based on realization, researcher has decided develop and evaluate an information operational model for the goods maritime transport management in Thai supply for ensuring customer satisfaction.[1]

## 2. Literature Review

Oceanic supply chain alludes to the development of cargo, as well as any related bolster, including two goals and utilizing both sea (sea) and arrive transportation. It’s a whole organize of interconnection frameworks that include cargo forwarders, shipping lines, harbour terminal administrators, and land-based coordination’s systems. Freight forwarders are companies or people that organize the shipment of products, whereas shipping lines claim and work the vessels that transport the merchandise over the ocean. Harbour terminal administrators claim or rent the harbour space where goods are conveyed and after that overseen by land-based coordination’s frameworks to induce the products to their last destination. All of these are fundamentally focuses of contact and must be in steady communication to

maintain a strategic distance from delays or misled shipments. Awful climate, oversaturated ports, and swarmed shipping courses can toss a torque into any shipment on the off chance that not carefully arranged, watched, and rerouted in case necessary. oceanic supply chain has been in put on a worldwide scale for hundreds of a long time and driven to investigation all over the world as shippers looked for superior courses and different flavours and valuable materials. Be that as it may, in today’s world the oceanic supply chain has gotten to be profoundly energetic and complex because it develops to suit an ever-growing innovation, buyer inclinations, and worldwide exchange patterns.

There are a few focuses of contact inside the sea supply chain. These incorporate outside providers, inside divisions, outside wholesalers, and shoppers. All these pieces must move together.[12]

**3. Research Methodology**

3.1 Study documents and interview experts on an information operational model for the goods maritime transport management in Thai supply

3.2. Develop an information operational model for the goods maritime transport management in Thai supply

3.3 Offer an information operational model for the goods maritime transport management in Thai supply

3.4. Create a questionnaire for evaluate the model’s suitability.

3.5 Present the designed an information operational model for the goods maritime transport management in Thai supply to the ten experts

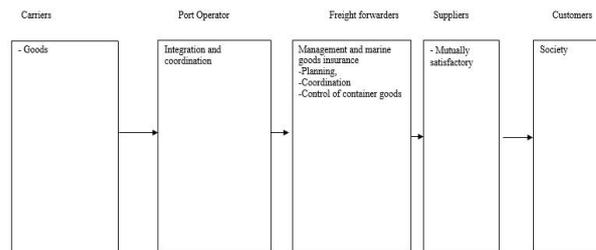
3.6 An information operational model for the goods maritime transport management in Thai supply is modified according to the experts’ suggestions.

3.7 After the change, the information manipulation model for the management of sea transportation of goods in Thai supply is presented in the chart questionnaire with reports.

3.8 Analyze the results of evaluation of an information operational model for the goods maritime transport management in Thai supply by mean and standard deviation consisting of 5 criteria for evaluation according to the idea of Likert scale.

**4. Results**

An information operational model for the goods maritime transport management in Thai supply are shown in figure 1.



*Figure 1: An information operational model for the goods maritime transport management in Thai supply*

An information operational model for the goods maritime transport management in Thai supply is an interrelated array of activities related to stakeholders, namely Carriers, Ports operator, Freight forwarders, Suppliers, and Customers, who collaborate to achieve mutually satisfactory including It is creating satisfaction for customers which means adding value to the supply chain. work together to achieve .[1],[2],[3],[4],[5],[6] ,[7] and [8]

*Table 1: Results for evaluation of supply chain information operational model for sugarcane production for the factory in Thailand*

No	Evaluation Lists	$\bar{X}$	S.D.	Suitability
1	Main elements	3.64	1.19	High
2	Carriers	3.60	0.69	High
3	Port Operator	3.60	0.69	High
4	Freight forwarders	3.60	0.69	High
5	Suppliers	3.70	1.05	High
6	Customers	3.60	0.84	High
	Total	3.62	0.86	High

Table 1, The experts found that an information operational model for the goods maritime transport management in Thai supply is highly appropriate ( $\bar{X} = 3.62$ , S.D. =0.86).

**5. Conclusion**

An information operational model for the goods maritime transport management in Thai supply is appropriate at the high level development The rating mean of 3.63 and standard deviation of 1.00, which means that the model is appropriate at a high level and can help to develop information.

**6. Discussion**

An information operational model for the goods maritime transport management in Thai supply is considered to be high appropriate ( $\bar{X} = 3.62$ , S.D. = 0.86), and the design was corresponds to the

research of Chansamut and Piriyasurawong has studied supply chain and information system about educational [2] In addition, with the study of chansamut suggesting that supply chain and information system also.,[3],[4],[5],[6] and [7]

## 7. Recommendation

An information operational model for the goods maritime transport management in Thai supply is considered to be high appropriate So,it should create information system for develop a model.

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