ABSTRACT

In Today’s fast paced economic climate, many firms are increasingly realizing the need for globalization which has made the world smaller and more competitive. A change in one place impacts another quickly and also customers seek products that can respond well to their specific needs. As such, firms are now looking for an environment that provides securing low cost, quality and technological advances. As a result of that, the Logistics Services Providers (LSP) has started to focus on the effective and efficient logistics management in their operations.

The research was thus, carried out to explore and study the finance role in logistics management with special reference to transport corporation of India ltd in tamilnadu.

The purpose of this study is to investigate how the funds should be effectively employed for the logistics activities to enhance the efficiency of logistics service providers operations by the finance manager. The role of a finance manager in logistics is unique when compared with the well defined production industry and service sector. Hence this research study was carried out to address the problems of the top management and it could be resolved it for their operations. The results are arrived based on the analysis by the research work. The future logistics managers need to be more competent in modern technology and possess logistics specified skills in order to have effective and efficient control on its logistics operations for their survival in the competitive market.
The secondary data was collected for a period of ten years from the records maintained by the Transport Corporation of India ltd. in order to measure the financial soundness of the TCIL. The customers of the Transport Corporation of India ltd in Tamilnadu was the population and the selected customers are considered as a sample unit.

A questionnaire was developed and administered adopting simple random sampling and convenience sampling methods to collect the primary data from 500 respondents who are the customers of TCIL.

All the seven factors contributing to the performance of TCIL were analyzed using various statistical tools used. Out of this most of the factors have given an optimistic response towards the performance of TCIL.

The major outcomes of this study are: the commitment of the government has increased towards realizing the importance of this sector. IT enabled technology up gradation is gaining more prominence. Also, there is shortage of skilled manpower which can be addressed if proper training is given. A conceptual model is also developed which is one of the main objectives of the study.

Based on the finding suggestions were given to the logistics industry to improve the efficiency of its operations by proper mobilization of funds thus highlighting the prominent role of the finance manager.