Hot and Emerging Topics in the Context of Globalisation

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In the context of globalisation, many new phenomena are burgeoning and developing. Among these are e-commerce, social media, information technology and sustainability issues. For example, social media plays a more important role in the business world than ever before. Customers’ perceptions of their consumption experience can be explored through online reviews in social media networks. Particularly relevant in the context of globalisation, online reviews are posted from customers all over the world and thus have significant value for business. Research focusing on business value and business intelligence from social media, such as that examining customers’ online review behaviour or the impact of social media on business performance, are also burgeoning and developing.

As another example, sustainability issues are now global. Sustainable actions aiming to enhance environmentally friendly performance, people’s social welfare and economic development need to be highlighted and implemented globally. It is only through collaboration between companies all over the world that sustainable actions can achieve their expected results. Thus, research exploring activities addressing global climate change and globally collaborative sustainable actions is becoming increasingly meaningful and essential.

With the rapid development of information technology and the growing trend of globalisation, global operations utilising global logistics have been receiving more and more attention from both scholars and practitioners. Multiple approaches to logistics stimulate the economic development of a region, nation and the world, which in turn enhances the performance of businesses.

Logistics network design and optimisation along with transportation issues fall within the focus of logistics management. Many more technologies, such as radio-frequency identification (RFID) and electronic data interchange (EDI) are being applied in logistics, and various new phenomena arise in global logistics. For example, in the modern e-commerce era, logistics are facing many new opportunities and challenges, given that demand is from both online and offline sources, and distribution centres, warehouses and many other facilities are becoming suitably integrated and optimised. In the present era of big data, many more business analytics and data analytics methods need to be used to optimise the logistics process. All of this provides many more opportunities for logistics development.

One of the most relevant topics within logistics economics is supply chain management in the globalisation era. The competition is now supply chain versus supply chain as opposed to individual company versus individual company. Supply chain areas such as supply chain management and coordination, supplier selection, supply chain optimisation and supplier-buyer relationship are among the key factors in enhancing supply chain performance.

Alongside the development of respective disciplines, interdisciplinary studies focusing on areas such as the interface between logistics and other disciplines are also burgeoning in the context of globalisation; for example, the interface between marketing and logistics in addressing marketing issues in logistics businesses. Enhancing customer satisfaction through logistics performance creates a new direction for interdisciplinary studies. Another example is focusing on specific areas within logistics companies – such as finance, accounting and organisational behaviours – and exploring the influence of their performance on logistics management and economics.

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academics, researchers, policy makers and practitioners working in these areas, and it aims to provide both theoretical and managerial insight to readers.