IMPACT OF SERVICE COMPETENCE ON SUPPLY CHAIN EFFICIENCY AT UAE MARITIME INDUSTRY

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ABSTRACT

The implementations of service quality and competency have been seen by many as significant benefit and success enhancers, supply chain efficiency and service competency have also been receiving increasing attention. Any business is a component of a sizable supply chain and network. Due to the fact that competence services can increase organizational adaptability and enable the transfer of operational risks to another entity. This research is aimed to theoretically investigate the model that identifies the impact of service competence on supply chain efficiency in the maritime industry UAE. Further, findings showed the positive impact of service competence on supply chain efficiency.

Keywords: Service Competence, Supply Chain Efficiency, Maritime Industry UAE.

1. INTRODUCTION

Supply chain management or service competence depends on how effectively management can deal with the ramifications of each application [1], [2]. Supply chain efficiency uses additional

capital in such a way as to give the organization direct participation at each point of each phase and procedure [3], allowing for a better vision and direct oversight of the improvements [4], [5]. Competence services can influence the organizational adaptability and allow for the transfer of operational risks to another entity [6]–[8]. Due to factors and impacts like globalization and entry into new markets, mass customization in response to product and consumer segmentation [9], lean manufacturing techniques, and associated cost changes, service competency is changing at an increasing rate [10], [11].

Service competency is moving toward more adaptability, effectiveness, and precision as an essential component of each transaction [12], [13]. Lacking the necessary skills, employees may not be able to meet consumers' expectations or deliver appropriate service quality [14], [15]. The company's personnel can provide a good picture of the actions to be demonstrated and the standard of success to be required in order to create operational results thanks to their competencies [16]–[18]. They give the client an illustration of the behaviors that should be respected, acknowledged, and compensated [19]. A corporation can increase its performance by using a competency system to properly match the knowledge, skills, and experience of its people with corporate objectives.

2. THEORETICAL FRAMEWORK

2.1.Service Competence

Service Competence implies the determination by different methods that 2 individuals conducting the same or similar procedures shall achieve the same or equivalent performance [20]–[23]. Competence is commonly described as a combination of abilities, expertise, qualities and behaviors that enables a person to conduct a role or operation effectively within a given work [24]–[27]. Competencies are measurable behaviors that can be assessed and tested and are thus important for the specification of work qualifications and the recruitment, retention and advancement of workers [28], [29].

Competencies allow the employees of the company to provide a good view of the activities to be demonstrated and the quality of success to be required in order to produce operational results [30], [31]. They provide the client with an example of the habits and acts to be respected, recognized and compensated [32]–[34]. The use of a competency system allows a company to successfully

match its staff's expertise, strengths and experience with corporate goals, resulting in business improvement and performance [35], [36].

For a service dominated environment, quality service is one of Hong Kong's most successful strengths [37], [38]. Trying to promote leadership that emphasizes the importance of a server rather than a leader is therefore especially necessary for Hong Kong to retain its leading position as a leading service-oriented economy [39], [40]. In response to this call, the Hong Kong Institute has established a program structure to facilitate the knowledge and development of service, and service leadership in Hong Kong's college, sector and individual institutions [41]–[43]. In this system, an ideal service leader can exhibit not only a situational specific leadership competence, but also a good nature and a compassionate temperament [44]–[46].

2.2.Supply Chain Efficiency

Effective control of the supply chain has gradually been recognized as a critical element in the separation of product and service offerings and the comparative advantage of companies [47], [48]. Efficiency is described as an internal output norm [28], [49]. Supply Chain Productivity is a reflection of how the organization processes its resources in the best possible manner [50], [51], whether or not certain resources are economical, human, technical or physical [52], [53].

Here, this concept of quality is silent regarding improving the performance of the operation [54], [55]. An organization can have a very effective supply chain that minimizes material and packaging costs but leaves consumers highly dissatisfied because the commodity they purchase is not up to their standards [56]–[59]. It requires for the stabilize of internal processes inside a firm and productive connection with external functions [60]–[62]. Operations of the channel participants of the chain. It is also important that supply chains do so Not stay stagnant, but rather change constantly on the basis of changing business and consumer demands [55], [63], [64].

The efficiency of the whole supply chain is a crucial element in the achievement of an effective supply chain [29], [65], [66]. It is also necessary to use the collective capabilities of the participants of the supply chain as effectively as possible to produce sustainable and cost-effective goods and services [67]–[69]. The overall efficiency of the supply chain is characterized as quality, taking into account the various performance metrics related to the members of the supply chain, as well as the integration and management of the output of those members [70]–[72].

The productivity of the supply chain has contributed to the creation of models and techniques for calculating the efficiency of the supply chain [73]–[75]. These models may be used to determine efficiency standards along supply chains and help management find vulnerabilities in order to increase the overall operation of the chains [76], [77].

2.3.UAE Maritime industry

The UAE maritime industry is now the pioneering maritime industry in the Middle East, and attempts are ongoing to strengthen it. The near future of the shipping industry in the UAE is also positive. Recently, Dubai declared the establishment of the first maritime arbitration center in the country, which it is hoped would take place among the other globally recognized arbitration center. The UAE is also scheduled to quickly adopt a new maritime code that will modernize the control of several maritime issues in the UAE and act as a blueprint for other countries to pursue. The shipping sector has been hard hit by the coronavirus epidemic [78]. The decline in exchange and production, the change in freight prices due to the shock in demand for containerized products, and the limitations levied by policymakers across the world on repatriation and adjustments in crews are just some of the forms in which the pandemic is placing yet more strain on the industry that has already been threatened by widespread geopolitical uncertainties, environmental issues and trade restrictions.

3. LITERATURE REVIEW

3.1.Impact of Service Competence on Supply Chain Efficiency

There are a number of metrics that may be used to assess the performance of the supply chain [79], the criteria used by this analysis are speed, durability, expense and consumer loyalty [80]–[82]. While speed, durability, cost and consumer satisfaction are, on their own, just indicators of efficacy, when viewed in terms of their effects on resource use in the supply chain [83], [84], they may be used to quantify performance [85], [86]. For example, if the facilities, efficiency and other characteristics of a supply chain network meet the requirements of its customers at the least economic expense, i.e. the minimal use of resources, capital or infrastructure and machinery [87], [88], labor, materials and electricity, that connection or node may be deemed to be effective [89]–[91].

A literature review synthesis suggested that the weakness of previous SCM research relates to their emphasis on the general forms of SCM that are applicable across various categories of organizations [92]–[94]. In order to overcome this restriction, the basic obligation of service organizations urges potential researchers to concentrate on the specific type of SCM which is the SCM practice service [95], [96]. This justifies more study into the SCM activities of the service sector by concentrating on public health in Malaysia [97]–[99]. In this respect, this report concludes SCM activities that are relevant for public health, including technology and information managing, relevant regulatory, client experience management [100]–[102], provider client relations, resources management and resource management to be used in the research context [103], [104].

3.2. Relationship between Service Competence on Supply Chain Efficiency

Supply Chain Efficiency and Service Competence have also been giving growing importance as their implementations have been regarded by many as important benefit and success enhancers [105]–[107]. Any company is part of a broad SC and supply chain network [108]–[110]. The decision to implement either Service Competence and SCM depends on the management's ability to meet the implications of each application [111], [112]. As competence services can maximize the organizational versatility and allow for the transition of operational risks to another entity [113], SCM uses further capital in such a way as to provide the organization with direct participation at each point of each phase and procedure [114], thereby allowing for a better vision and direct oversight of the improvements [115]–[117]. As a wide corporation with everything; from the procurement of capital from mother earth to the development, manufacturing, distribution and eventually delivery of the finished commodity to the final consumer [118]–[120]. It does not exist in one vast region but is distributed around it, however the asset and maintenance of these services with the competencies although trivial [121], is the duty of the organization itself and is carried out by its own employees [122]–[124].

3.3. Influence of Service Competence on Supply Chain Efficiency

The influence of competence services on supply chain is very strong because if the services in the supply chain is competences so the efficiency must be increase in the supply chain management [125]–[127]. There is a great influence and role of services competence in the supply chain and it can highly affect the efficiency [128], [129]. The decision to implement either Service Competence

and SCM depends on the management's ability to meet the implications of each application in a more efficient way [15]. As competence services can influence the organizational versatility and allow for the transition of operational risks to another entity [130], [131], SCM uses further capital in such a way as to provide the organization with direct participation at each point of each phase and procedure [132], [133], thereby allowing for a better vision and direct oversight of the improvements [134]. Service competence are increasingly changing due to influences and considerations such as globalization and penetration into new markets [116], [135], [136], mass customization in reaction to product and consumer segmentation, lean manufacturing methods and related cost changes [137]–[139]. Service competence is heading towards greater versatility, efficiency and accuracy.

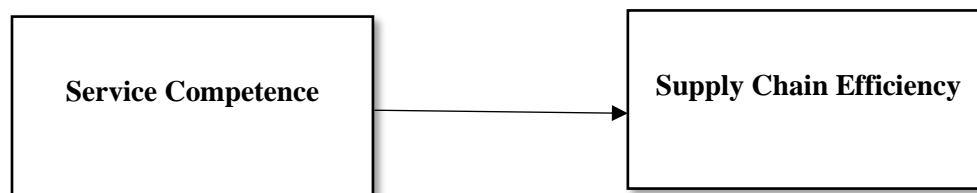### 3.4. General Research Model

Figure 1: Conceptual Research Model

4. DISCUSSION

Based on the proposed model, theoretical finding of the research illustrate, a company has a very efficient supply chain that reduces material and packing costs, the consumers may still be extremely unsatisfied if the product they buy does not meet their expectations. It necessitates the stabilization of internal business operations and effective interaction with outside entities. Operations of the supply chain channel becomes more stable and effective. Additionally, it is crucial that supply networks comply. not remain unchanged but instead alter continuously in response to shifting commercial and consumer demands. Moreover, a key component of achieving

a successful supply chain is the chain's overall efficiency. The company's personnel can provide a good picture of the actions to be demonstrated and the standard of success to be required in order to create operational results because of competencies. They give the client an illustration of the behaviors that should be respected, acknowledged, and compensated. Using a competency system enables a company to successfully match the knowledge, skills, and experience of its employees with corporate objectives, leading to performance and business improvement.

5. CONCLUSION

The above research model and theoretical findings can be concluded as implementations of service competence have come to be seen by many as significant success and benefit enhancers, supply chain efficiency and service competency have also been receiving increasing attention. Additionally, any business is a part of a sizable supply chain and SC network. The ability of the management to address the ramifications of each application will determine whether Service Competence or SCM should be implemented, and the best suited criteria to followed for supply chain efficiency and business progress.

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