

**AN ASSESSMENT OF MULTI-MODEL TRANSPORTATION MANAGEMENT IN
SUPPLY CHAIN ON ORGANIZATIONAL PERFORMANCE: A CASE OF
TECHNICAL UNIVERSITY OF KENYA**

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ABSTRACT

Given the current economic atmosphere, many organizations are visibly focused on logistics costs. Commercial transportation has become a very complex process. Raw materials and parts as well as finished goods must move from point to point along a supply chain of logistics service providers and business partners. Transport management system solutions allow for better transportation planning and execution processes. The management of multimodal transport corridors along the supply chain is important to ensure that customer demands are met, as well as preventing excess in stocks that may lead to high holding costs or losses through obsolescence. In Kenya, supply chain control processes including production scheduling, shipment of product and inventory maintenance are frequently decentralized and remote from each other. They usually operate independently and in serial order. The customer service objectives are rarely fully met because of the individual behavior of decision-makers in firms along the supply chain, as their behavior is neither optimal nor rational. Due to the dynamic nature of the supply chain, amplifications and fluctuations occur, from suppliers all the way down the chain. The study aims at meeting the three specific objectives: to evaluate the challenges in planning and evaluation of the multi-model transportation management; to evaluate the critical supply risks associated with multi-modal transportation and the consequences of the risks on performance of organizations, to explore ways in which the multi-model transportation can be organized towards efficiency in performance as well to find out the influence of multi-modal transportation management on the suppliers/partner relationship. The study employed a qualitative case study design which was employed to undertake the study at the Technical University of Kenya. The study targeted a study population of 316 staff members of the Technical University of Kenya from which a sample of 32 staff members were selected through stratified random sampling technique. Primary data was collected through a questionnaire and the was analyzed by descriptive analysis in SPSS version 20.