



# The Use of Information Technology in Global Logistics and Trade

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## **ABSTRACT:**

Information Technology has become a large part of our daily lives either directly, or in the background. Understanding the fundamentals of this ever-changing entity is a must in the field of business. Every day, there are new adjustments made to IT, or new additions adopted, for example, the recently released ChatGPT. As international business students, we aimed to research how information technology is impacting the trade of people. While we took Amazon as the standpoint for our study, we also looked at some global organizations that use IT and how it has impacted their growth.

**Keywords:** Information Technology, Logistics, Trade, Global Economy, Gen Z, Data Analytics, Chatbots, Amazon, Shipping.

## **1. INTRODUCTION**

Tracing back trade, we can find proofs of barter trade in the ancient time using merchant ships and in person, but now in the modern era, thanks to technology, it can now be conducted entirely online, thanks to the Information Technology Infrastructure worldwide. World Trade Organisation is the largest trade regulating board that facilitates the exchange of goods and services across international waters, by providing and updating the restrictions, tariffs, and packaging requirements on its online platform through collaborations with many other global organizations such as the International Monetary Funds, World Bank, United Nations, etc. Global Trade is essential for businesses to explore foreign markets, as well as increase efficiency. It also provides employment opportunities in different areas like manufacturing, transportation, finance, etc.

Our research is based on finding how Information Technology impacts trade and logistics globally, hence the study on Amazon, as it both a logistics company i.e Amazon Online Shopping, but also an IT-producing company eg, Amazon Alexa, Amazon Fire Tablet, etc. By sending out an online questionnaire, we were able to deduce how information technology impacts shoppers when using Amazon Online Shopping.

To take a look at the use of Information Technology in the Logistics and Trade field, we can take examples of, Amazon Chatbots for consumer support while shopping, Indian Export Bulletin, which is published online every week, to provide information on trade promotion, or the Trade Information Service which gathers trade related publications and share with more than 70 member countries bi-monthly.

## 2. REVIEW PAPERS

[1](Gregor Veselko, Tina Bratkovic 2007 )Hazards and threats in international operations are greatly affecting the normal chains of logistics which is resulting in a complicated management chain that needs enhanced security in all logistics and trade chains, [2](Katrakylidid Ioannis, Madas Micheal) because of the logistics industry's incapacity to stimulate its own growth of trade, [3](Banzekulivaho J, Yatsyna M) so a variety of some indicators should be used to evaluate how well international logistics are being handled, specific to each organization, [4]( Rashkevich K and Banzekulivaho J) so that both the logistics and trade management can flow perfectly along the technological chain[5] thereby cultivating a relationship that is marked by good trust, cooperations, and innovation capabilities which aid favorably to logistics outsourcing. (Luke Rose, Mageto Joash, and Prinsloo Gerrie)

## 3. RESEARCH METHODOLOGY

The procedures or techniques used to identify, select, process, and analyze data about a subject are referred to as research methodology. The methodology section of a research paper allows the reader to assess the overall validity and reliability of the study. The framework of market research methods and techniques chosen by a researcher is referred to as research design.

Below mentioned are the details for the research. For this study, we are using correlation research. We have collected the data through primary and secondary means.

**Secondary Data-** For systematic research, secondary data has been collected from online sources, journals, and literature research websites such as Google Scholar.

**Primary data-** For this study, we gathered feedback by conducting a survey through an online questionnaire.

**Sampling Method-** Snowball Sampling

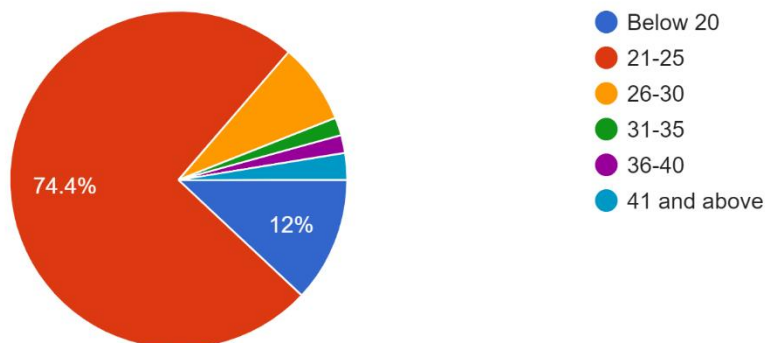
**Sample Size-** 117 respondents.

**Data collection Instrument-** Questionnaire.

1. Age group

## Age Group

117 responses

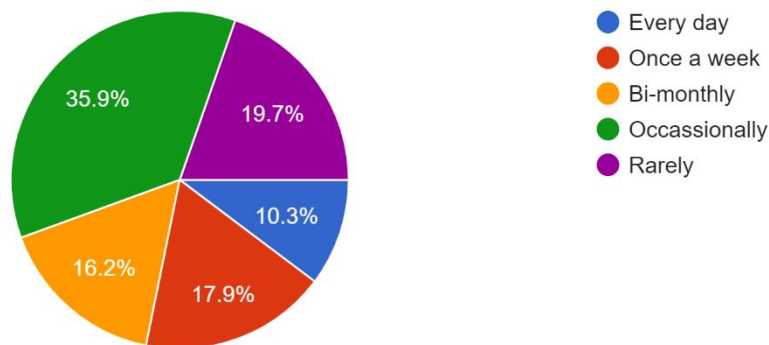


2. How often do you use online shopping services?

Every day	12
Once a week	21
Bi-monthly	19
Occasionally	42
Rarely	23
Total	117

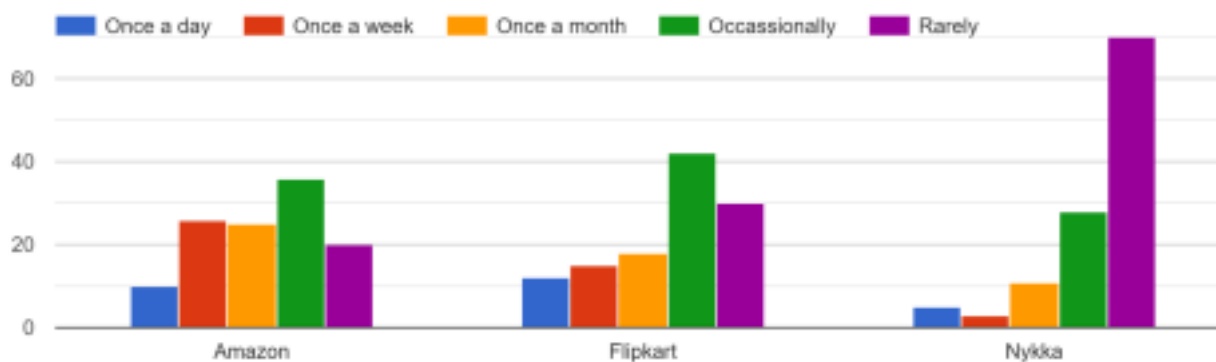
How often do you use online shopping services?

117 responses



3. According to the sites mentioned below, please rate the sites in how often you use them.

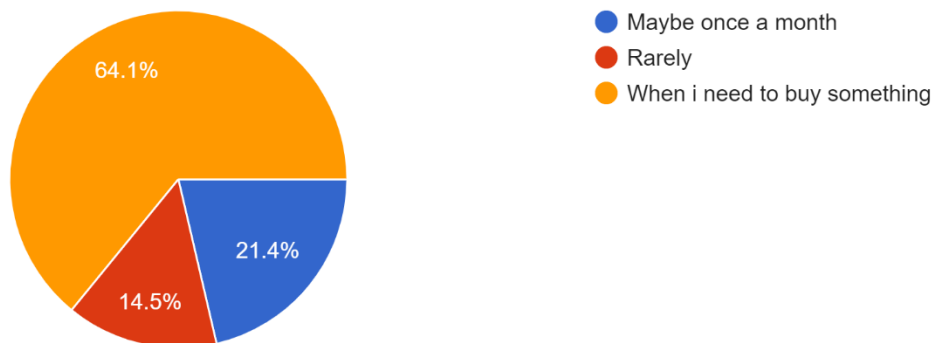
Please select all that apply. Rate the following sites according to how often you use them.



4. How often do you shop on Amazon?

The next set of questions are going to focus on Amazon Shopping Site. How often do you shop on Amazon?

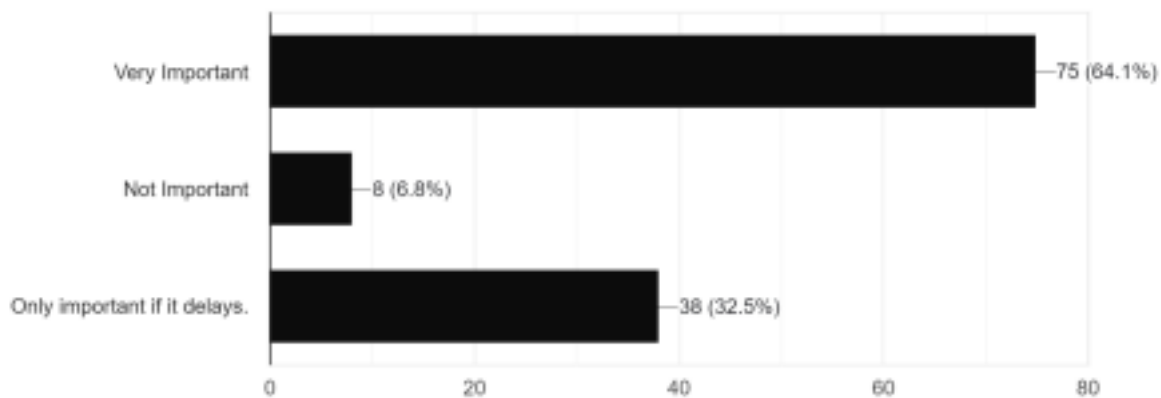
117 responses



5. How important is tracking your deliveries when you order?

How important is tracking your deliveries when you order them?

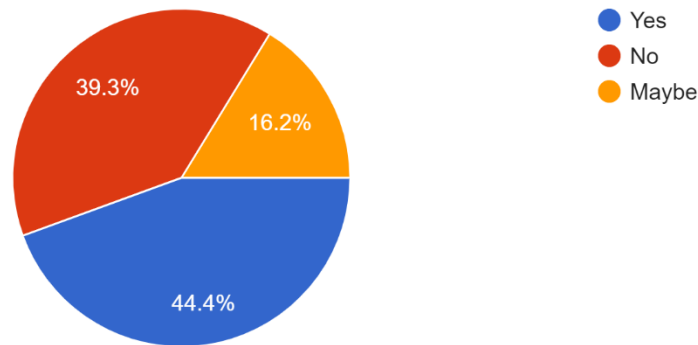
117 responses



6. Have you ever used Amazon chatbots for customer support?

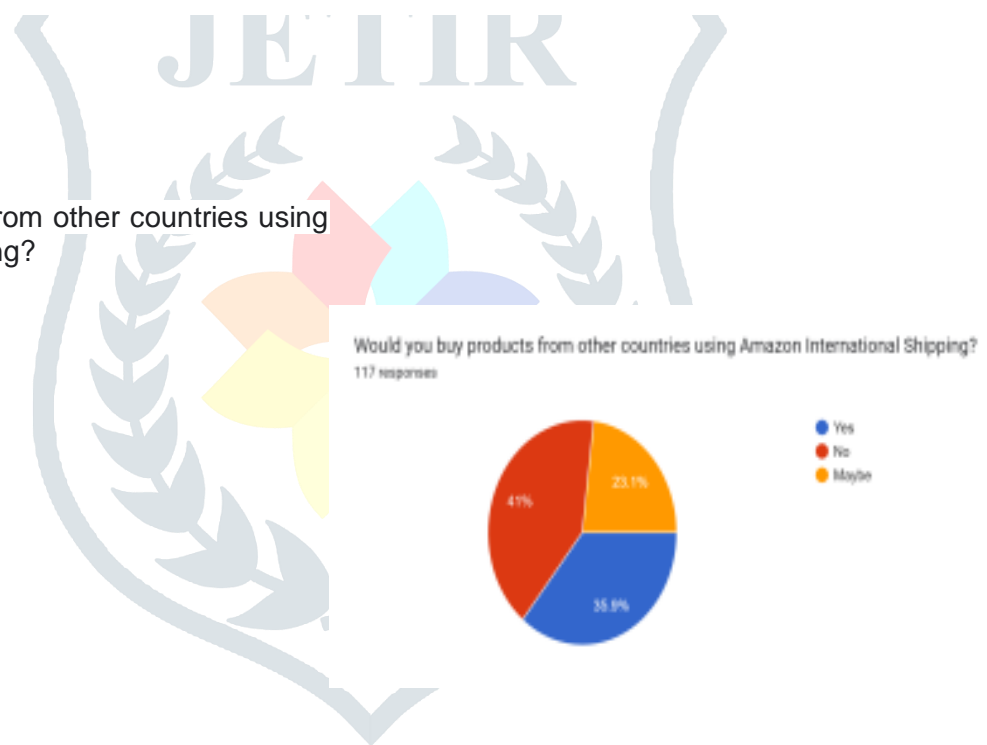
Have you ever used Amazon chatbots for customer support?

117 responses



7. Would you buy products from other countries using Amazon International Shipping?

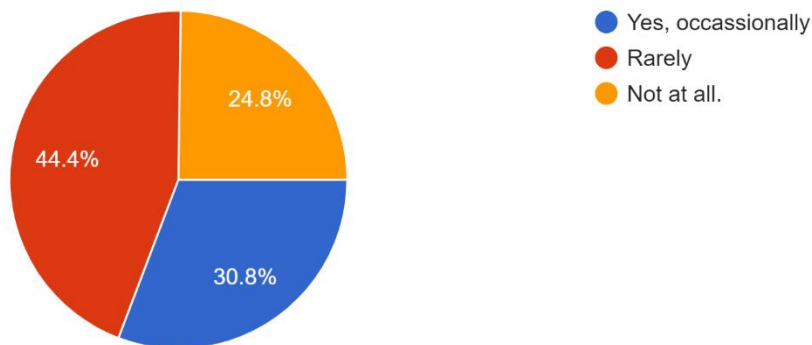
Yes	42
No	48
Maybe	27
Total	117



8. Have you ever had internet issues while using the Amazon Website?

Have you ever had trouble using the Amazon website due to internet issues?

117 responses

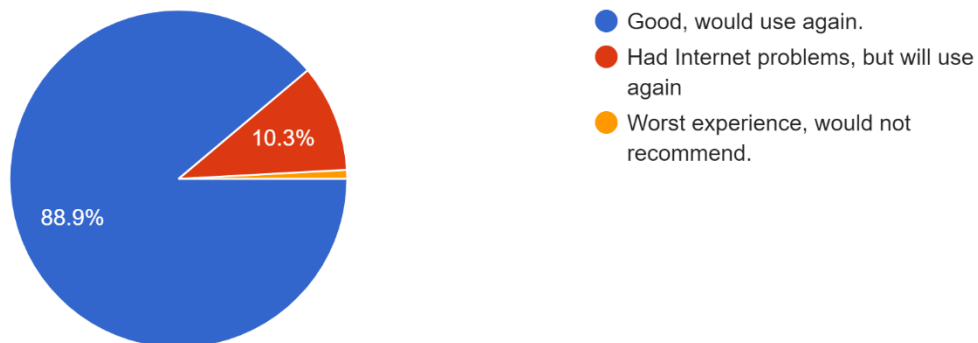


9. How would you rate your overall experience of shopping on Amazon?

Good, would use it again.	104
Had Internet problems, but will use it again	12
Worst experience, would not recommend	1
Total	117

How would you rate your overall experience of shopping on Amazon

117 responses

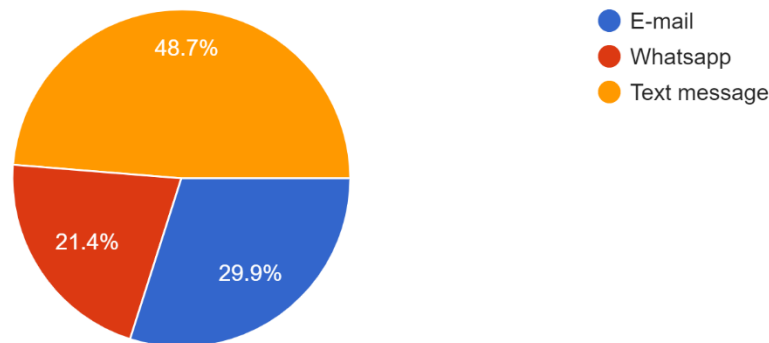


10. How would you like to receive the notification from amazon?

Email	35
Whatsapp	25
Text	57
Total	117

How would you like to receive the notification from amazon

117 responses



## CONCLUSION

Through thorough research and interpretation, it is safe to say that Information Technology does have an impact on Global Trade and Logistics. Amazon which is the most commonly used application for online ordering has many customers due to its ease of ordering as well as providing tracking options. Through our questionnaire, we were able to deduce that while facing internet problems, consumers will continue using Amazon, as it provides tracking deliveries, and provides chatbots for easier interference.

In Amazon's logistics and trade operations, information technology has been essential, and its significance will only increase in the future. Technology has allowed Amazon to increase productivity, cut prices, and spur innovation, raising the bar for the rest of the industry to meet.

## SUGGESTIONS

There are still a few parts that need to be fine-tuned for the benefit of the stakeholders. Such parts include making the chatbots more user-friendly and less robotic, as 39 % do not use them, and 70% of our respondents do not use voice-controlled devices to order anything online. With the way technology is rapidly growing, people would want to start using voice-controlled devices to save time.

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