



**PROCEEDINGS OF THE TWO-DAY
NATIONAL SEMINAR
ON
INDIAN ECONOMIC PROGRESS
TOWARDS ACHIEVING THE SDGs**

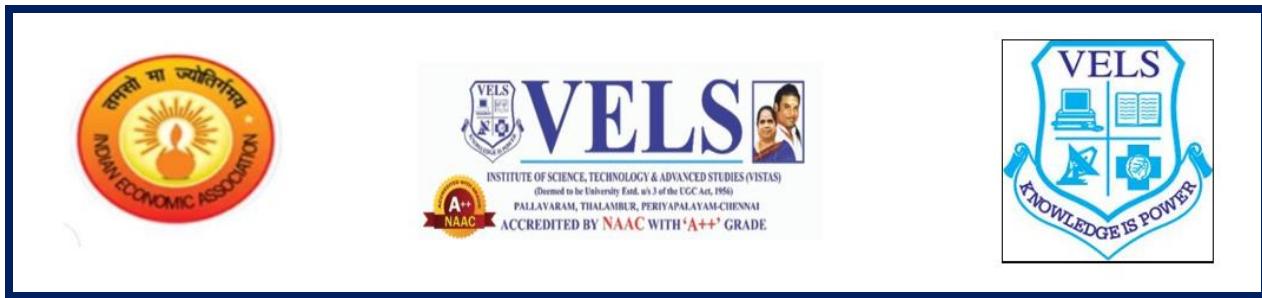
**IN COLLABORATION
WITH
INDIAN ECONOMIC ASSOCIATION**

25th and 26th April 2025

**Organized by
Department of Economics**

**School of Commerce and
Economics
VISTAS**

Pallavaram, Chennai - 600117



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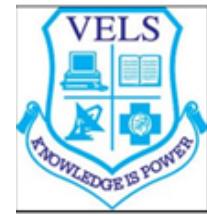
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| | |
|-----|---|
| 224 | A STUDY ON OPERATIONAL ASPECTS OF FREIGHT FORWARDING Ms.Manashvee |
| 225 | An Investigation into the usage intention and actual usage behavior towards using Intelligent Automation in the manufacturing Industries Ms.Niraimathi K.R & Dr.D.Anitha Kumari' |
| 226 | THE ROLE OF DIGITALIZATION IN ENHANCING EFFICIENCY IN PORT OPERATIONS Mr.RAGHUL S & Dr B KALAIYARASAN |
| 227 | A STUDY ON CHALLENGES FACED BY CHA WITH REFERENCE TO PEGASUS FORWARDING SERVICE PVT LTD MS.SAINA CLEETUS |
| 228 | HOW TO OVER COME THE SALES CHALLENGES IN THE FREIGHT FORWARDING INDUSTRY Ms.Sushmitha M & DR S Sudha |
| 229 | A STUDY ON IMPACT OF SOCIAL ENTREPRENEURSHIP ON SUSTAINABLE DEVELOPMENT GOALS Ms.Saranya.T & Dr.D.Murugesan |
| 230 | STUDY ON EXPORT LOGISTICS AND DOCUMENTATION PRACTICES IN THE INDIAN EXPORT INDUSTRY MR.SATHISHKUMAR.P & Mrs P.C.SARANYA |
| 231 | A STUDY ON CHALLENGES FACED BY IMPORTING CMRL TRACK Ms.Vaishani |
| 232 | EVALUATING THE EFFICIENCY OF CARGO HANDLING OPERATIONS AT CHENNAI PORT Mr.NISANTH.S & Mrs.P.C. SARANYA |
| 233 | THE CHALLENGES FACED BY FREIGHT FORWARDERS AND CARRIERS IN MANAGING BREAK BULK CARGO Mr.ARYA AJAY & Dr S SUDHA |
| 234 | A COMPREHENSIVE ANALYSIS ON MARKING AND LABELLING PRACTICES FOR DG IN THE AIR CARGO INDUSTRY Ms.Vinnarasi Vinsi G & Dr D ANITHA KUMARI |
| 235 | OPTIMIZING STORAGE AND SPACE UTILIZATION FOR FM OPERATIONS Mr.Bala Murugan G & Mrs. P C SARANYA |
| 236 | ASSESSING THE ENVIRONMENTAL IMPACTS OF GLOBAL LOGISTICS: CHALLENGES AND SUSTAINABLE SOLUTIONS Mr.RITHIN ILANGO & Dr S SUDHA |
| 237 | A STUDY ON CUSTOMER RETENTION STRATEGIES FOR OVER DIMENSIONAL CARGO Ms.HARISHA.S & Dr.B.KALAIYARASAN |
| 238 | Examining the KPI of Warehouse Operations at Logistics Sector Mr.Ragul.A & Dr G Madhumita |
| 239 | INDIA'S ECONOMIC GROWTH AND ITS SYNERGY WITH SDG TARGETS: "PUBLIC- PRIVATE PARTNERSHIPS IN ADVANCING SDGS DR.D.ANITHA KUMARI |
| 240 | Role of Micro, Small, and Medium Enterprises (MSME) in promoting sustainable development in Indian Economy MS.CVIRAIYARASI & Dr.G.Madhumita |
| 241 | EVALUATING THE EFFICIENCY OF EXPORT CLEARANCE PROCESS Mr.SUSANTH K & Dr. D. ANITHA KUMARI |
| 242 | A COMPREHENSIVE STUDY ON END TO END CUSTOM APPROACH TO EXIM DOCUMENTATION AND CLEARANCE Ms.PRASANTH K B & Mrs. P C SARANYA, |

Operational Aspects of Freight Forwarding

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Abstract

Freight forwarding plays a crucial role in international trade by coordinating cargo booking, documentation, customs clearance, warehousing, and multimodal transport. This study examines operational aspects of freight forwarding and its role in improving supply chain efficiency and risk management. It evaluates the impact of digital tools like real-time tracking, automated documentation, and freight platforms. Data from interviews, surveys, and case studies highlight major challenges, including regulatory hurdles and rate fluctuations. However, technology adoption and strong partnerships improve performance. The study concludes that innovation, standardization, and regulatory compliance are essential for competitiveness. These insights benefit logistics professionals, businesses, and policymakers aiming to enhance global supply chain operations.

Key words: *Freight Forwarding, Logistics, Supply Chain Management, International Trade*

An Investigation into The Usage Intention And Actual Usage Behaviour Towards Using Intelligent Automation In The Manufacturing Industries

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Abstract

The rapid growth of Intelligent Automation (IA) technologies—like AI, robotics, and machine learning—has reshaped operations, especially in manufacturing. This study examines factors influencing the intention and actual usage of IA in selected manufacturing firms, using the Technology Acceptance Model (TAM) and UTAUT framework. It explores how perceived usefulness, ease of use, organizational readiness, and employee attitudes affect adoption. A mixed-methods approach combines survey data with interviews from key stakeholders. Results show a strong link between intention and usage, but also identify barriers such as resistance to change, skill shortages, and infrastructure issues. The study offers practical recommendations for successful IA implementation and supports broader industrial digital transformation efforts. **Keywords :** *Intelligent Automation (IA), Technology Acceptance, Manufacturing.*