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

**IN COLLABORATION
WITH
INDIAN ECONOMIC ASSOCIATION**

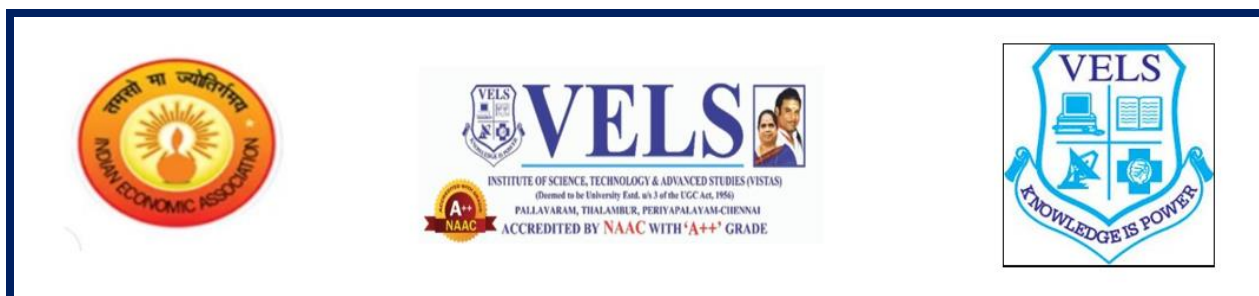
25th and 26th April 2025

**Organized by
Department of Economics**

**School of Commerce and
Economics**

VISTAS

Pallavaram, Chennai - 600117



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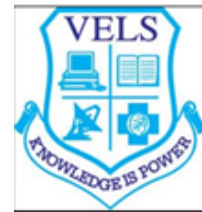
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Operational Aspects of Freight Forwarding

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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.*