

ABSTRACT

Logistics outsourcing has become an attractive option in order to improve customer service and to enable focusing on core competencies. Similarity to the logistics industry in Thailand, numbers of logistics service providers are developing themselves to provide more complete and integrated logistics services to supply the market demand. To succeed, they need to understand the influence of external environment. There is more than adding “logistics” to the company name.

The purpose of the study is to the main driving forces behind changes in logistics outsourcing in Thailand and their influences, as well as the future direction of industry. The study is examined the relationship of societal environment and expansion form of logistics outsourcing, and the expansion form of logistics company in the future. The research methodology used is descriptive case study with three logistics outsourcings and supplements by the survey with fifty-seven traditional logistics companies. To conduct the survey method, the descriptive method and correlation method are used.

The results show the influences of societal environment and task environment behind changes in logistics industry and the future direction of logistics companies. The study point out that there is a positive correlation of the societal environment and the expansion form of logistics companies.