

# Session 1: Transportation

## **33rd Annual Study of Logistics and Transportation Trends: Putting the pieces together**

In an increasingly complex landscape, today's logistics and transportation professionals have to be able to balance challenging market conditions, evolving regulations and fierce competition for talent—all while embracing emerging technologies. Missing even one piece of the puzzle can lead to inefficiencies, operational disruptions and missed opportunities.

In this session, a research panel made up of representatives from Mississippi State University, Georgia College & State University, the University of Central Arkansas and SMC3 participate in an informative, thoughtful discussion about the 33rd Annual Study of Logistics and Transportation Trends.

This year's study explores critical areas like transportation spending, competitive strategy and performance management. Christopher Boone of Mississippi State University opens up the discussion by talking about a common focus on employee productivity among companies right now.

Georgia College and State University's Karl Manrodt says companies are viewing automation not as something that will replace human workers, but as a tool that helps employees focus on customer service.

The group also discusses the dearth of supply chain talent in a marketplace that sorely needs such professionals—both experienced and green. "I frequently joke that if I had 10,000 students, I would have the same number of employers coming to me trying to find more," says Douglas Voss of the University of Central Arkansas. "The days of finding a super-talented candidate off the street that happens to walk by your office are gone. We need to do a better job as an industry of selling what we have to offer."