



A Study on Air Export Process and Documentation Management in World Wide Logistics India Pvt Ltd.

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Abstract

This study focuses on analyzing the air export process and documentation management practices in World Wide Logistics India Pvt Ltd. In the current global business environment, efficient logistics operations play a vital role in ensuring the smooth movement of goods across international borders. Among various logistics activities, air export is considered one of the fastest and most reliable modes of transportation, especially for time-sensitive shipments. However, the effectiveness of air export operations largely depends on accurate and timely documentation management. The main objective of this study is to understand the procedures involved in air export operations and to evaluate the documentation management system followed by the company. The study also aims to identify challenges faced in handling export documentation and suggest measures to improve efficiency. Both primary and secondary data are used for the study. Primary data is collected through questionnaires and interactions with employees, while secondary data is gathered from company records, journals, and websites. The findings of the study indicate that the company follows a structured process for air export operations and maintains a good level of accuracy in documentation. However, certain challenges such as manual errors, delays, and coordination issues still exist. The study highlights the importance of adopting advanced technologies and automation to improve documentation efficiency and reduce operational delays. The research concludes that proper documentation management is a key factor in ensuring smooth air export operations and customer satisfaction. The study also emphasizes the need for continuous improvement, employee training, and digital transformation in logistics practices. Overall, this study provides valuable insights into the functioning of air export processes and contributes to improving logistics performance in the organisation.

Keywords: Air Export Operations; Documentation Management; Logistics Efficiency; Export Documentation; Digital Transformation

1 INTRODUCTION

Air export is a vital component of logistics operations, involving the transportation of goods from one

country to another through air carriers. The process includes several stages such as booking cargo space, packaging, customs clearance, documentation, and final delivery. Efficient handling of these activities is essential to ensure timely delivery, compliance with international regulations, and customer satisfaction. Documentation management is one of the most critical aspects of the air export process. It involves the preparation, verification, and handling of various documents such as commercial invoices, packing lists, airway bills, shipping bills, and export licenses. Any error or delay in documentation can lead to shipment delays, financial losses, and legal complications. Therefore, proper documentation management ensures smooth coordination between exporters, freight forwarders, customs authorities, and airline operators.

INDUSTRY PROFILE

The logistics industry is one of the most important sectors in the global economy, as it supports the movement of goods and services across regions and countries. It acts as a backbone for trade and commerce by ensuring that products reach the right place at the right time. Logistics includes transportation, warehousing, inventory management, packaging, cargo handling, and information flow. In the context of globalization, the logistics industry has experienced rapid growth due to increased international trade, industrialization, and the expansion of e-commerce. Efficient logistics systems are essential for businesses to remain competitive in both domestic and international markets.

COMPANY PROFILE

World Wide Logistics India Pvt Ltd. Is a logistics and freight forwarding company engaged in providing comprehensive supply chain solutions to its customers. The company operates in the field of international logistics, offering services such as air freight, sea freight, customs clearance, warehousing, and transportation. It plays a vital role in facilitating global trade by ensuring the smooth and efficient movement of goods across international borders.

2. REVIEW OF LITERATURE:

Christopher (2016) emphasized that logistics and supply chain management play a critical role in enhancing organizational efficiency and competitiveness. The study highlighted that proper coordination and integration of logistics activities help in reducing operational costs and improving service quality. It also stressed the importance of information flow and documentation accuracy in ensuring smooth supply chain operations. Hummels (2017) analysed the impact of transportation time on international trade and found that faster modes of transport such as air freight significantly improve trade efficiency. The study pointed out that delays in logistics processes, particularly in documentation, can increase costs and reduce customer satisfaction. Efficient documentation management was identified as a key factor in minimizing delays. Notteboom and Rodrigue (2018) focused on the role of freight transportation in global supply chains. Their study explained that logistics systems have become more complex due to globalization, requiring better coordination and advanced documentation practices. They emphasized the need for modern logistics infrastructure and digital systems to improve operational efficiency. Gunasekaran et al. (2019) examined the importance of technology in logistics and supply chain management. The study highlighted that the adoption of digital tools such as Electronic Data Interchange (EDI) and automated documentation systems has significantly improved accuracy and reduced errors in logistics operations. Technology was found to be essential for enhancing documentation management. Ivanov (2020) discussed the challenges faced by logistics systems during disruptions and uncertainties. The study highlighted the importance of flexibility and resilience in logistics operations. It also emphasized that proper documentation management helps in maintaining continuity and avoiding operational disruptions during unexpected situations.

OBJECTIVES OF THE STUDY

- To understand the procedures involved in air export operations
- To analyze the documentation process followed by the company
- To identify challenges in documentation management
- To evaluate the efficiency of existing systems
- To suggest improvements for better performance

SCOPE OF THE STUDY

The study is important to understand the practical aspects of air export operations and documentation management in the logistics industry. It helps in identifying the challenges faced in handling export documentation and the impact of these challenges on overall performance. The study also provides insights into improving accuracy, reducing delays, and enhancing customer satisfaction. Additionally, it helps bridge the gap between theoretical knowledge and real-time industry practices.

3. RESEARCH METHODOLOGY

Data Collection

Primary Data: Collected directly from employees through questionnaires, interviews, and discussions.

Secondary Data: Collected from company records, websites, journals, books, and previous research studies.

Tools for Data Collection:

- Structured questionnaire
- Personal interviews
- Observation method

The percentage analysis: Percentage refers to a kind of ratio. Percentage is used in making comparison between two or more series of data. This method was used to obtain the Statistics of the responses. Percentage is calculated as follows: $\text{Percentage} = \frac{d}{n} \times 100$. Where 'd' is the number of the respondents. 'n' is the base of figure or the sample group.

HYPOTHESES

H0 (Null Hypothesis): There is no significant relationship between documentation management and efficiency of air export operations.

H1 (Alternative Hypothesis): There is a significant relationship between documentation management and efficiency of air export operations

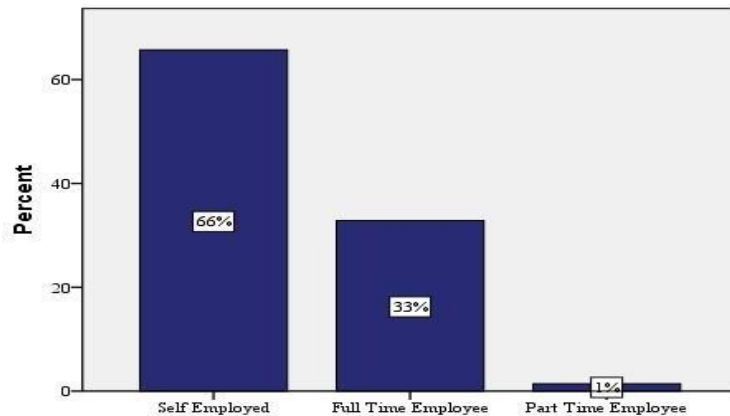
PERCENTAGE ANALYSIS

TABLE OCCUPATION OF THE RESPONDENTS

Particulars		Frequency	Percent
Valid	Self Employed	46	65.7
	Full Time Employee	23	32.9
	Part Time Employee	1	1.4
	Total	70	100.0

Source: Primary data

CHART : OCCUPATION OF THE RESPONDENTS



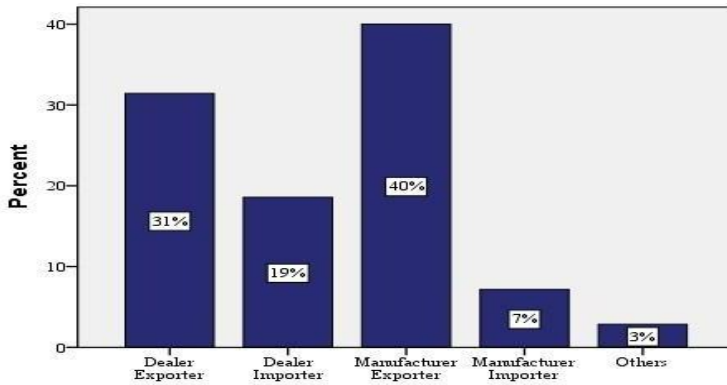
Interpretation: 66% respondents are self-employed, 33% of them are full time employees and rest 1% of them is part time employee

TABLE : TYPE OF COMPANY

Particulars		Frequency	Percent
Valid	Dealer Exporter	22	31.4
	Dealer Importer	13	18.6
	Manufacturer Exporter	28	40.0
	Manufacturer Importer	5	7.1
	Others	2	2.9
	Total	70	100.0

Source: Primary data

CHART: TYPE OF COMPANY



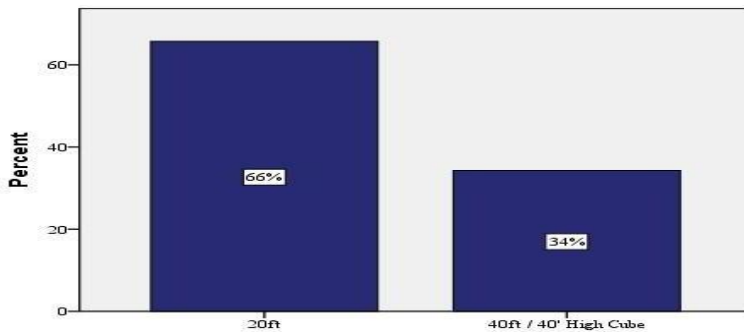
Interpretation: 31% respondents are dealer exporters, 19% of them are dealer importers, 40% of them are manufacturer exporter, 7% respondents are manufacturer importer and rest 3% respondents are associated with other type of companies.

TABLE: CONTAINERS SHIPPED PER ANNUM/MONTH

Particulars		Frequency	Percent
Valid	20ft	46	65.7
	40ft / 40' High Cube	24	34.3
	Total	70	100.0

Source: Primary data

CHART: CONTAINERS SHIPPED PER ANNUM/MONTH



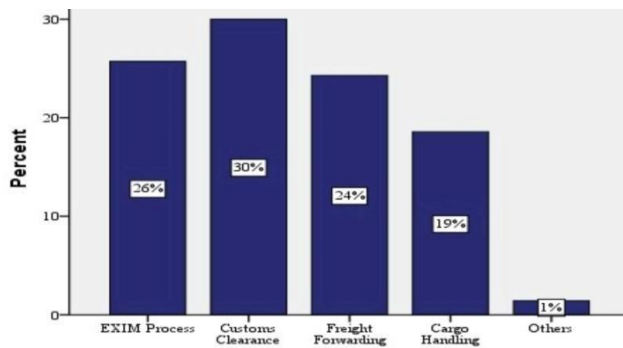
Interpretation: 66% respondents said to ship 20ft containers per annum and 34% said 40t/40' High cube

TABLE: SERVICE OF WORLD WIDE LOGISTICS

Particulars	Frequency	Percent
EXIM Process	18	25.7
Customs Clearance	21	30.0
Freight Forwarding	17	24.3
Cargo Handling	13	18.6
Others	1	1.4
Total	70	100.0

Source: Primary data

CHART : SERVICE OF WORLD WIDE LOGISTICS



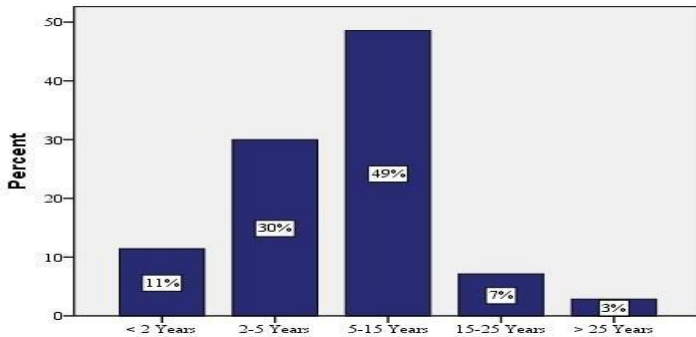
Interpretation: 26% respondents said they avail EXIM services from World wide Logistics, 30% respondents said to get customs clearance, 24% said freight forwarding, 19% said to get cargo handling support and rest 1% said to avail other type of services

TABLE YEARS IN EXPORT BUSINESS

Particulars	Frequency	Percent
Valid	< 2 Years	8
	2-5 Years	21
	5-15 Years	34
	15-25 Years	5
	> 25 Years	2
	Total	70

Source: Primary data

CHART : YEARS IN EXPORT BUSINESS



Interpretation: 11% respondents said they have less than 2 years of experience in export business, 30% said to have 2-5 years of experience, 49% said it is 5-15 years.

CORRELATION ANALYSIS

A Pearson product-moment correlation was run to determine the relationship between type of services available by the respondents and their overall satisfaction level on World wide Logistics

Null Hypothesis: **H₀** = There is positive relationship between type of services available by the respondents and their overall satisfaction level on World wide Logistics

Alternate Hypothesis: **H₁** = There is a negative relationship between type of services available by the respondents and their overall satisfaction level on World wide Logistics

TABLE Service and Overall satisfaction

Correlations			
		Services	Overall satisfaction
Services	Pearson Correlation	1	.048
	Sig. (2-tailed)		.692
	N	70	70
Overall satisfaction	Pearson Correlation	.048	1
	Sig. (2-tailed)	.692	
	N	70	70

INTERPRETATION

The data showed no violation of normality, linearity or homoscedasticity. There was a positive correlation between marital status of the respondents and their opinion on company using job rotations to create multifunctional workers, which was statistically significant ($r = 0.048, n = 70, p = 1$). The Pearson correlation coefficient, r , is 0.048 and that is statistically significant.

Suggestions

- The company should move towards fully digital documentation systems to eliminate manual errors.
- Implementation of automation software can improve speed and accuracy in documentation processing.

- Regular employee training and development programs should be conducted on latest logistics practices.
- Better integration of systems between departments can improve coordination and efficiency.
- The company can introduce standard operating procedures (SOPs) for all documentation activities.

Conclusion

- The study confirms that documentation management is a backbone of air export operations.
- Efficient logistics operations depend on accuracy, speed, and coordination among stakeholders.
- The company has established a strong operational framework but requires technological enhancement.
- Digital transformation is essential for improving efficiency and reducing operational risks.
- Proper documentation ensures compliance with international trade regulations.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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