

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

Muhammad Naveed. A¹, Poongavanam. S^{2*}

^{1,2} AMET Business School, AMET University, Chennai, Tamil Nadu, India

* Corresponding author: Poongavanam. S, Professor, AMET Business School, AMET University, Chennai – 603112, Tamil Nadu, India. Email: poongavanam@ametuniv.ac.in

ABSTRACT

The Logistics industry is brewing with challenges and adoptions, it is necessary to upgrade the workforce. One such method to upgrade the work force is the logistics certification training programs. Before pursuing the logistics certification program individually it is important to understand the existing perception of the logistics certification programs as the demand for logistics talent soars in the absence of skilled workforce. As the literature review suggested gaps in the SME's (Small & Medium Enterprises Horizon) especially in the location of Chennai, our study focused on the employees working in the logistics industry SMEs at Chennai. We collected the data from 128 employees with the research being descriptive and quantitative in nature. The research findings indicated that the overall perception is in the range of 3-3.5 which is "NEUTRAL" for all the perceptual variables. Certain variables are moderately and strongly correlated with each other. The above findings are practically implicated to both the SME's (Small & Medium Enterprises firms) to improvise the perceptions and also to the logistics certification programs training providers who can apply these findings to fine tune their product and marketing strategies.

Keywords: Certification, Perceptions, Logistics, Training Programs, SME's, GDP.

How to cite this article: Naveed A M, Poongavanam S. Employee's Perception on Logistics Certification Training Programs - A Case Study of Logistics Industry SMEs at Chennai. *Int J Drug Deliv Technol.* 2026;16(36s): 543-557. DOI: 10.25258/ijddt.16.36s.63

Source of support: Nil.

Conflict of interest: None

1.Introduction:

As the logistics industry is brewing with the new challenges and adoptions, it is necessary to upgrade the workforce. Also the Logistics Industry globally contributes 10 % of global GDP.[1']

The logistics industry is facing certain issues both from an internal and external environment point of view ,like : absence of skilled workforce ,stagnant growth rate ,technological transformations etc. To develop the industry and to cope up with the industry transformation ,skilling of workforce is required [1]. The logistics industry professionals enroll in a wide variety of certification programs belonging to a wide array of business functions like analytics, marketing, strategy, product development , finance with the noble intention of career development , management and to contribute to the industry development (Benayoune, A., Hamid, A. A., Rahman, N. S. F. A., Kalbani, K. A., & Slimi Z, 2022).

Also logistics are integral part of supply chain management ,effective keeps the supply chain strong thus training is necessary in logistics industry it has numerous benefits such as: Competitive benefits ,good products etc [3]

Certification Training Programs are those programs offered by the global /domestic industrial accredited bodies whose duration is 3 - 12 Months (Min - Max).These certification programs are short programs unlike degrees which have heavier duration lasting for years etc.[4]

Logistics Certification Programs are offered by various training providers like BSLS,Intellipaat ,Emeritus, etc who offer in the range of thousands to lakhs of fees. The Logistics certification program is accredited by premier institutions such as IIT,IIMs in India as well as accredited by domestic industrial bodies such as CII (Conference Of Indian Industry).

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

Certifications Program are certain times offered by the employers as a measure of training support which facilitates the skilling of workforce , industry and organisational development ,also these certification programs are also taken by the employers themself as a measure of career development and support.(**Thomchick & Humphrey ,1996**).

A report by National skills network states that by 2025-2026 logistics industry will just reach 60 trillion INR hinting and leading to the declaration of industrial expansion and transformation .The growth leads to job creation and demand for logistics talent and training leading to more logistics training providers registering for logistics certification training programs thus creating enrollments [6]

Each and every employee has perceptions in their minds with regards to the logistics certification training programs.(**McKinnon A, Flöthmann C, Hoberg K, & Busch C.,2017**).

Perception is the process of where the source of information or stimulus (Perceptual Inputs) is received from the external environment .Once the full fledged information is received ,then it is selected ,organised and interpreted to form the perceptual outputs or the perceptions .(**Dr.Pooja Mehta,Inflibnet**)

Perceptual Process or Theory from (Dr.Pooja Mehta ,Inflibnet).



Fig.1 Perceptual Process

Source: Author Work

From the above sources we can clearly explain that Thus there is a scope of huge admissions and enrollments for the logistics certification programs by the logistics industry professionals adhering to solve the industry as well as their self (employee problems).

As there is clearly a shift for the importance of logistics certification programs it becomes necessary that the perception which employees have needs to be studied at any cost so as to build a solid model where exceptional certification programs are built by the providers and employees pursue it for the betterment of the self and industry .

2.Literature Review:

According To (**Kovacs G & Spencers KM ,2011**) the certification programs are prone to gaps in training and education with respect to the practical organisational setting ,stating to improvise the content of the certification programs which is more important for effective training and development ultimately leading to effective logistics development in terms of Humanitarian Logistics.According To (**Thai VV ,Cahoon S & Tran HT,2011**) certification programs alias professional development courses etc are the popular logistical education programs for the future signifying the importance of their in the training and development landscape of the logistics industry in Australia .According To (**Claudemir Tramarico , Fernando Marins , Ligia Urbina & Valerio Salomon ,2015**) APICS CPIM training enables and prepares employees ,managers to improvise the employee performance and organisation performance as well as a measure of making right choices for the organisation at Sao Paulo ,Brazil .According to (**Silvester Adi Surya Herjuna & Anak Agung Ngurah Perwira Redi,2022**) getting a monetary reward or an incentive is the primary motive and perception on why they should pursue logistics supply chain management certification programs in the Indonesia .According To (**Ela Wahyu Diyanti & Ika Korika Swasti ,2023**) certification training has a direct impact on employee performance,certification leads to expertise in the relevant work and work methods .According To(**X Gou,2024**)Logistics Management certification programs are integral part of talent cultivation and development strategy as a part of integrated model from various stakeholders (University ,Enterprises).

According To (**Samuel Holloway ,June 2024**) mixed perceptions are portrayed by the people on supply chain certifications ,positive perceptions influence the consumers to buy the certification programs also they give more importance to the certifications which align with their objectives and values .The Adaptation Of SCM Certification also possess challenges like high costs ,Complex Compliance requirements which possess threat to the SME's. Certifications act as a branding and marketing material for the company /product by any means (Trained Employee Means or Company Accreditation Means).

Gap:

There has been only a few research studies on employee perceptions related to logistics certification training

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

programs though the geographical locations were subjected towards -Indonesia ,China,Brazil etc. But no studies were made in the geographical area of Chennai particularly targeting SMEs as the sample. Also there is no detailed perception coverage from the employees except from the human development perspective were recorded and presented across all the locations and literatures. Thus the study will fill the research gap of presenting the detailed coverage on employee perception on logistics certification training programs in the area of Chennai with regards to SMEs especially . Perceptions such as :Awareness, ,Pursument,Benefits,Content ,Price ,Satisfaction & Trust would be studied to give a complete perception of logistics certification programs from the logistics employees based in SME's (Small & Medium Enterprises based in Chennai).

3.Objective Of The Research:

To understand the various kinds of perception or perceptual outputs numerically on logistics certification training programs from the logistics industry professionals who especially work in SMEs (Small & Medium Enterprises) located at Chennai.

The RQ is as follows:

RQ1:What is the awareness quotient with regards to the Logistics Certification Training Programs in industry professionals ?

RQ 2:What is the awareness quotient with regards to the Logistics Certification Training Programs in Logistics Industry HR Professionals ?

RQ3: What is the source of information (Perceptual Input) about the logistics certification training programs for industry professionals ?

RQ 4:What is the driving force or selecting force for the enrollments in the logistics certification training programs ?

RQ 5: How are benefits of pursuing a logistics certification program perceived by employees of logistics industry SMEs in Chennai ?

RQ 6: Do the industry professionals get any aid from the HR Team for pursuing logistics certification training programs ?

RQ:7 Is the content aligning with the industry standards and is the content delivered properly ?

RQ:8 Is the price affordable ?

RQ:9 Are the Logistics Industry professionals completely satisfied with the pursuement of logistics certification training program and system ?

RQ: 10 :Do Logistics Service Providers Cheat

RQ11 : Is there any correlativity among the variables ?

4.Integrative Framework:

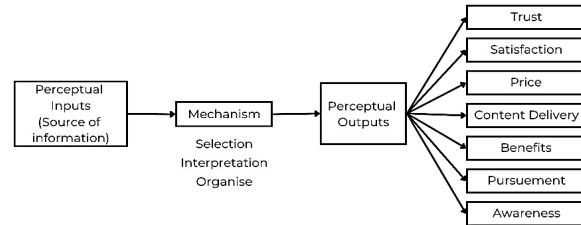


Fig. 2 Integrative Framework

Source: Author Work

5.Research Methodology & Data Analysis:

Design:

Although research based on perceptions usually adopts a qualitative approach (S.Tenny ,Janelle M Brannan ,Grace D Brannan) ,we have adopted a quantitative approach to measure the perceptions on a likert scale (1 to 5) based on the definition of quantitative study. The sampling methodology used for the research was Simple Random Sampling with Snowball Sampling.

The sample size was (n= 128) although it was determined by the limited access to the resources. Despite this limitation we had received a complete valuable view which fulfills and answers our research objectives and aims significantly.

To answer the research objective and question which is mainly to understand various kinds of perception we created a questionnaire and circulated to 128 employees working in Logistics SMEs (Small & Medium Enterprises) based in Chennai region .The Primary Data is collected by a Questionnaire comprising of

- Likert Scaling Questions
- Deductive Questions.

To answer the research objective and question which is mainly to understand various kinds of perception we created a questionnaire and circulated to 128 employees working in Logistics SMEs (Small & Medium Enterprises) based in Chennai region .The Primary Data is collected by a Questionnaire comprising of

- Likert Scaling Questions
- Deductive Questions.

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

Measurement of Likert Scaling Questions:

For Measuring Other Variables: 1=Strongly Disagree ,2=Disagree ,3 =Neutral ,4=Agree 5=Strongly Agree)

For Measuring Satisfaction Variable: 1=Strongly Dissatisfied ,2=Dissatisfied ,3=Neutral ,4=Satisfied ,5=Strongly Dissatisfied.

For Measuring Content Delivery Opinion which is a part of the content variable : 1=Very Poor ,2=Poor ,3=Average ,4=Good ,5=Excellent.

A certain amount of deductive questions to infer the selecting force for enrollments in the certification programs and also to understand how the logistics industry professionals get the information about the logistics certification training programs.

The Data Was coded into numeric with the below scaling and coding terminologies:

(1=Strongly Disagree ,2=Disagree ,3 =Neutral ,4=Agree 5=Strongly Agree).

(1=Strongly Dissatisfied ,2=Dissatisfied ,3=Neutral ,4=Satisfied ,5=Strongly Dissatisfied.).

(1=Very Poor ,2=Poor ,3=Average ,4=Good ,5=Excellent).

With the conclusion of coding ,the reliability test was conducted to validate the responses while moving forward for the tests (Correlation & Descriptive Statistics were employed to answer the research questions and gaps).The data analysis was performed with SPSS.

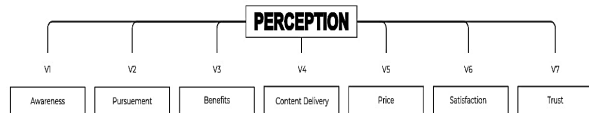


Fig.3 Variable Distribution & Classification

Source :Author Work

Table 1 Nomenclature & Identification For Items /Statements for measurement of 7 variables

Item No	Statements	Variable Measured
---------	------------	-------------------

PL1	I am Aware Of All The Logistics Certification Training Programs	Awareness
PL2	Our Organizations HR Team are aware of the logistics certification training programs	Awareness
PL3	I am Currently Pursuing The Logistics Certification Training Program along with my Job	Pursuement
PL4	Our Organization Helps us Financially for the pursuement of Logistics certification Program	Pursuement
PL5	Pursuing Logistics Certification Program Will help me to upskill	Benefits
PL6	Pursuing Logistics Certification Program Will help me to reskill	Benefits
PL7	Pursuing Logistics Certification Program Will help me to develop my career	Benefits
PL8	Pursuing Logistics Certification Training Program will help me in career transitions	Benefits
PL9	Pursuing Logistics Certification Training Program will help me in gaining competitive edge while applying for jobs in other companies	Benefits
PL10	Pursuing Logistics Certification Training Program will help me in Improving my performance and productivity	Benefits
PL11	Pursuing Logistics Certification Training Program will help me in Improving my	Benefits

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

	organizational performance	
PL12	The Content Of The Logistics Certification Training Program aligns with the industry standards and practices .	Content Delivery
PL13	What Is Your Opinion On The Content Delivery Method Of The Logistics Certification Training Program by the Service Provider ?	Content Delivery
PL14	The Price Of The Logistics Certification Training Program is Affordable	Price
PL15	What is Your Satisfaction Level With The Pursuement Of Logistics Certification Training Program ?	Satisfaction
PL16	Logistics Certification Training Providers cheat people in the name of fake promises or Etc.	Trust

Summarisation:

Table 2 Summarisation Of The Items /Statements For Measuring 7 Variables

Variables	No Of Items	Item No
Awareness	2	1 , 2
Pursuement	2	3, 4
Benefits	7	5,6,7,8,9,10,11
Content Delivery	2	12,13
Price	1	14
Satisfaction	1	15
Trust	1	16

Reliability Tests (Overall)

Table 3 Reliability Measurement

No Of Items	Cronbach Alpha Value
16	0.963

We infer from the above table that ,the cronbach alpha value is estimated to be 0.963 According To Nunnally (1978) a cronbach alpha value of greater than 0.80 indicated greater reliability suggesting higher internal consistency .Thus indicating our results are highly internally reliable and consistent.

Demographics:

a) Frequency Tables For Gender:

Table 4 Frequency Tables For Gender

Gender	Count
Female	82
Male	46

b)Frequency Tables For Qualifications:

Table 5 Frequency Tables For Qualifications

Qualifications	Count
SSLC	8
HSC	18
UG	20
PG	80
PhD	2

c)Frequency Tables for Employee Level

Table 6 Frequency Tables For Employee Level

Employee Level	Count
Low Level	64
Mid Level	54
Top Level	14

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

Majorly the sample consists of low -level employees & mid -level employees,where the top level employees are less comparatively

d)Frequency Tables For Age:

Table 7 Frequency Tables For Age

Age	Count
20- 30	88
30-40	26
40-50	12
50-60	2

Majorly the sample consists of the age group of 20-30 ,signifying young work force

e)Frequency Tables for Income Level Per Year

Table 8 Frequency For Income Level Per Year

Income Level	Count
Less Than 3 Lakh	78
3,00,000- 4,00,000 INR	12
4,00,000 - 5,00,000 INR	8
5,00,000 - 6,00,000 INR	12
6,00,000 - 7,00,000 INR	6
7,00,000 INR +	2

Correlation:

Correlation technique is used for determining the relationships between the 2 variables in the study,if the relationship exists to what extent and how strong or weak it is. A correlation coefficient value of 0.90 and greater possesses and exhibits very high correlativity between variables ,0.35 and lesser exhibit low or weak correlativity .Values ranging from 0.36 to 0.67 exhibit moderate correlativity . Values ranging from 0.68 to 0.90 exhibit higher positive correlativity The sign denotes the extent where (+) indicates positive relationship which states that both the variables are directly proportional to

each other and (-) indicates negative relationship ,which states both the variables are inversely proportional to each other (**Richard Taylor ,1990**)

In our study we have totally 7 variables (Awareness ,Pursuement ,Benefits ,Content Delivery ,Price ,Satisfaction ,Trust).With the help of SPSS ,we have calculated the correlation coefficients relating all the variables attributed down.

We can infer that

As per the Figure 4 below ,There are no negative correlations.

- The Variable Awareness is moderately correlated to the other 6 variables such as : Pursuement ,Benefits ,Content Delivery ,Price ,Satisfaction and Trust.
- The Variable Pursuement is moderately correlated to satisfaction ,trust and awareness. But it is highly correlated to benefits ,content delivery and price.
- The Variable Benefit is moderately correlated to awareness ,satisfaction and trust and highly correlated to pursuement .price and content delivery .
- The Variable Content Delivery is moderately correlated to awareness ,satisfaction and trust .But highly correlated to pursuement ,benefits and price.
- The Variable Price is moderately correlated to awareness and satisfaction ,but it is highly correlated to other variables to pursuement ,price,content delivery ,Benefits.
- The Variable Satisfaction is moderately correlated to all the variables
- The Variable Trust is moderately correlated to awareness ,pursuement ,benefits ,content delivery and satisfaction but it is highly correlated to price .

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

		Correlations						
		Awareness	Pursuement	Benefits	ContentDelivery	Price	Satisfaction	Trust
Awareness	Pearson Correlation	1	.660**	.656**	.545**	.617**	.461**	.404**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	128	128	128	128	128	128	128
Pursuement	Pearson Correlation	.660**	1	.838**	.706**	.795**	.497**	.633**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	128	128	128	128	128	128	128
Benefits	Pearson Correlation	.656**	.838**	1	.788**	.778**	.572**	.606**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	128	128	128	128	128	128	128
ContentDelivery	Pearson Correlation	.545**	.706**	.788**	1	.844**	.466**	.591**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	128	128	128	128	128	128	128
Price	Pearson Correlation	.617**	.795**	.778**	.844**	1	.491**	.743**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	128	128	128	128	128	128	128
Satisfaction	Pearson Correlation	.461**	.497**	.572**	.466**	.491**	1	.413**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	128	128	128	128	128	128	128
Trust	Pearson Correlation	.404**	.633**	.606**	.591**	.743**	.413**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	128	128	128	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

Fig.4 Correlation Tables
Source: SPSS Calculations

Descriptive Statistics:

Table 9 Mean Value For All the Statements /Items for measuring 7 variables

Item No (Perceptions)	Statements	Variable Measured	Mean Value	Std.Deviation
PL1	I am Aware Of All The Logistics Certification Training Programs	Awareness	3.77	1.133
PL2	Our Organizations HR Team are aware of the logistics certification training programs	Awareness	3.20	1.125

PL3	I am Currently Pursuing The Logistics Certification on Training Program along with my Job	Pursuement	3.31	1.092
PL4	Our Organization Helps us Financially for the pursuement of Logistics certification Program	Pursuement	3.27	1.039
PL5	Pursuing Logistics Certification Program Will help me to upskill	Benefits	3.47	1.019
PL6	Pursuing Logistics Certification Program Will help me to reskill	Benefits	3.42	1.032
PL7	Pursuing Logistics Certification	Benefits	3.34	1.023

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

	Program Will help me to develop my career			
PL8	Pursuing Logistics Certification on Training Program will help me in career transitions	Benefits	3.33	0.923
PL9	Pursuing Logistics Certification on Training Program will help me in gaining competitive edge while applying for jobs in other companies	Benefits	3.34	0.992
PL10	Pursuing Logistics Certification on Training Program will help me in Improvising my performance and productivi	Benefits	3.41	1.090

	ty			
PL11	Pursuing Logistics Certification on Training Program will help me in Improvising my organizational performance	Benefits	3.44	1.018
PL12	The Content Of The Logistics Certification on Training Program aligns with the industry standards and practices .	Content Delivery	3.38	1.027
PL13	What Is Your Opinion On The Content Delivery Method Of The Logistics Certification on Training Program by the Service Provider ?	Content Delivery	3.69	0.867

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

PL14	The Price Of The Logistics Certification Training Program is Affordable	Price	3.36	0.994
PL15	What is Your Satisfaction Level With The Pursuement Of Logistics Certification Training Program ?	Satisfaction	3.34	0.778
PL16	Logistics Certification Training Providers cheat people in the name of fake promises or Etc.	Trust	3.22	1.086

With the above descriptive statistics like mean & standard deviation from Table 9 ,we can quantify the perception for all the variables (V1 to V7).

Quantification:

Table 10 *Quantification Of Mean Perception Value*

Item No (PL)	Variables	Overall Mean Perception Value (MPV)	Perception
--------------	-----------	-------------------------------------	------------

1,2	Awareness	$(3.77 + 3.20) / 2 = 3.485$	NEUTRAL
3,4	Pursuement	$(3.31 + 3.27) / 2 = 3.29$	NEUTRAL
5,6,7,8,9,10,11	Benefit	$(3.47 + 3.42 + 3.34 + 3.33 + 3.41 + 3.44) / 7 = 3.39$	NEUTRAL
12,13	Content Delivery	$(3.38 + 3.69) / 2 = 3.53$	NEUTRAL
14	Price	3.36	NEUTRAL
15	Satisfaction	3.34	NEUTRAL
16	Trust	3.22	NEUTRAL

Through the above table we can clearly infer that Overall MPV (Mean Perception Value) for all the variables ranges to 3 to 3.5 which states that the perception on the logistics certification training program of employees hailing from SMEs (Small & Medium Enterprises) in Chennai is "NEUTRAL" which means that the perception is not extremely positive nor extremely negative /Extremely agreeable /Extremely Disagreeable .
Question: How You Get To Know The Information About The Logistics Certification Training Program ?

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

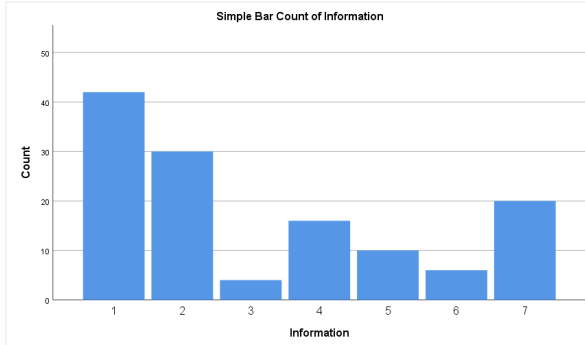


Fig.5 Simple Bar Count (Source Of Information Vs Count),Source: Generated from SPSS

1=Social Media ,2=Google ,3=Direct Calls From Sales Team,4=Career Counselling Workshops ,5=Your HR Team ,6=Through Linked In ,7= Personal Friendship Circle .

We can infer that the majority of people gain information from Social media only followed by : Google & Personal Friendship circle .Refer the below Table 11 which showcases the frequency distribution

Table 11 Frequency Tables For Source Of Information

Source Of Information	Count
Social Media	42
Google	30
Direct Calls From Sales Team	4
Career Counselling Workshops	16
Your HR Team	10
Through Linked In	6
Personal Friendship Circle	20

Question: On What Basis You Select The Logistics Certification Program Training Provider?

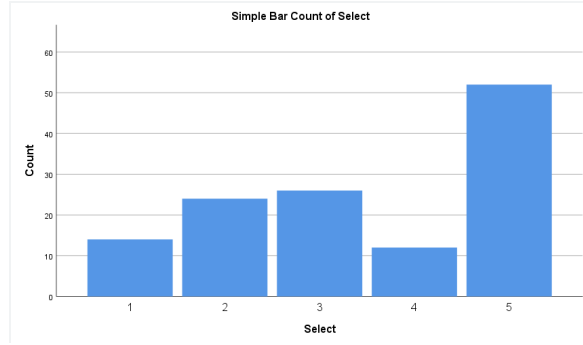


Fig.6 Basis of Selection vs Count ,Source: Generated from SPSS

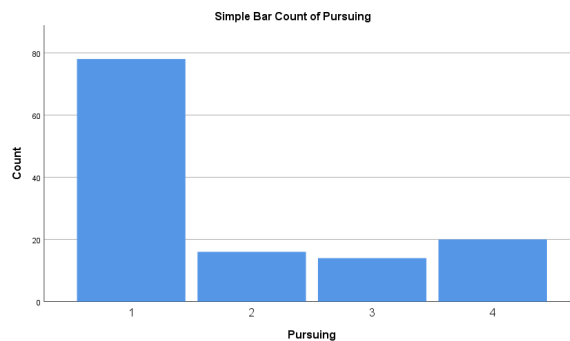
1=Accreditations ,2=Price ,3=Mode Of Delivery ,4=Service Provider's Brand Image ,5=Service & Offerings .

We can easily infer that service and offerings are the driving force of selection for the training provider among the logistics employees who belong to SMEs .Refer the below Table 12 which showcases the frequency distribution

Table 12 Frequency Tables For Basis Of Selection

Basis Of Selection	Count
Accreditations	14
Price	24
Mode Of Delivery	26
Service Provider's Brand Image	12
Service and Offerings	52

Question: How Are You Pursuing Your Logistics Certification Training Program ?



Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

**Fig.7 Mode Of Pursuement vs Count ,Source:
Generated from SPSS**

1=Offline Mode,2=Online Mode,3=Hybrid Mode,4=No I am not pursuing

We can infer that the majority of people are pursuing the logistics certification training program through offline mode.Refer the below Table 8 which showcases the frequency distribution

Table 13 Frequency Tables For Mode Of Pursuement.

Mode Of Pursuement	Count
Offline Mode	78
Online Mode	16
Hybrid Mode	14
No i am not pursuing	20

FINDINGS:

1.From Figure 5 ,we can infer that employees who work in Logistics industry's SME's in chennai get to know about the logistics certification training programs through social media ,through this finding we can implicate all the training providers that maintain your social media presence active and vibrant .Thus the major source of information about the logistics certification program is the social media .With this finding we have answered the RQ (Research Question) 3

2.From Figure 6 ,we can infer that employees who work in logistics industry's SMEs in Chennai select the training provider based on the services and offerings that the training provider possesses ,thus answering the RQ: (Research Question) 4

3.From Figure 7 ,we can infer that employees who work in logistics industry's SMEs in Chennai pursue the logistics certification training programs through offline mode ,this finding can be implicated to the training providers that people prefer offline mode of training .

4.The awareness quotient with regards to the Logistics Certification Training Programs in industry professionals is around 3.77 which according to our coding

terminologies falls on neutral scale ,thus there is scope of improvement to take it to high as the logistics industry needs skilled workforce to handle the industrial transformation and expansion [1] Also certification programs act as a measure of career development , support and facilitating the skilling of workforce (Thomchick & Humphrey ,1996).Thus awareness on the logistics certification programs needs to be improved to a higher scale so that people can pursue those programs.Employees in the logistics industry enroll in wide array of certification programs with noble intention of career development and industry development .(Benayoune, A., Hamid, A. A., Rahman, N. S. F. A., Kalbani, K. A., & Slimi Z, 2022).With this finding we have answered the Research Question 1.

5.The HR Team Awareness Quotient on the logistics certification training program is 3.20 which according to our coding terminologies falls on neutral scale ,thus there is scope of improvement to take it to high as the logistics industry needs skilled workforce to handle the industrial transformation and expansion [1].HR team is the first Point of contact for all the human resource activities and developmental parameters ,thus HR team at least must have higher awareness thus initiatives must be taken to improvise the HR Team awareness on the available logistics certification training programs .HR Team having a neutral awareness about the logistics certification training program is completely surprising and shocking . Thus answering the Research Question 2.

6.Overall Benefits are perceived as “Not highly agreeing or not highly disagreeing rather there is a neutral stance on the benefits perceivation also .Thus there is a scope to improve those benefits perception or make it high on employee's minds .

Still in the analysis we found that

- Firstly employees perceive ,it will help them to upskill with a signification of highest mean rating of 3.47
- Secondly employees perceive it will help them in improvising their organisational performance with a signification of second highest mean rating of 3.44.

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

- Thirdly ,employees perceive it will help them in reskilling with a signification of third highest mean rating of 3.42
- Fourthly ,employees perceive it will help them in improving their productivity and performance with a signification of fourth highest mean rating of 3.41
- Fifthly ,employees perceive it will help them for career development and competitive edge while applying for jobs with a signification of fifth highest mean rating of 3.41
- Lastly ,it will help them for career transitions with a mean rating of 3.33

Employees perceive that they get the maximum benefits in terms of upskilling while they pursue logistics certification training programs . Thus answering the Research Question (RQ)5

7.Employees have a neutral approach toward the price variable ,few people agree that prices are affordable and certain not.The mean rating is 3.36 for the price variable which is again neutral according to our coding terminologies. .Thus we have answered the Research Question

8.Employees are not heavily satisfied with the pursuement of logistics certification nor heavily dissatisfied ,on a quality basis we can improve the quality aspects of the program for a safer side.The mean rating for the satisfaction variable is 3.34 which is again neutral according to our coding terminologies .

Thus we have answered the Research Question 9.

9.Employees have taken a neutral stance again with respect to the logistics training providers who cheat in the name of fake promises . Certain People say they cheat and certain do not The mean rating for trust variable is 3.22 which is again neutral according to our coding terminologies .Thus we have answered the Research Question 10.

10.Employees also also having a neutral stance like certain people agree and certain people disagree on whether the organisation give financial aid to the employees for pursuing logistics certification programs

.The Mean rating is of 3.27 which is of a neutral stance according to the coding terminologies .Thus answering the research question 6.

11.With regards to the content delivery part , people have maintained a neutral perspective with a mean rating of 3.38 .Also the opinion on the content delivery is also average with a mean rating of 3.69 signifying the neutral stance .

From Table 10 & Table 11, we can infer that Overall MPV (Mean Perception Value) for all the variables ranges to 3 to 3.5 which states that the perception on the logistics certification training program of employees hailing from SMEs (Small & Medium Enterprises) in chennai is “NEUTRAL” which means that the perception is not extremely positive nor extremely negative ,extremely agreeable / extremely disagreeable.

12.With regards to the co-relation aspects from Figure 4 we have found that :

There are no negative correlations within the variables.Certain variables are moderately correlated and certain variables are strongly correlated to each other.

DISCUSSION:

In this article ,we aimed at answering the research objective and question which is mainly to understand various kinds of perception or perceptual outputs numerically on logistics certification training programs by the logistics employees who work in the SME’s located at chennai .Thereby we found that the overall perception numerically was “NEUTRAL “ (3-3.5) from Table 11 for all the variables measured such as Awareness ,Pursuement ,Benefits ,Content Delivery ,Price ,Satisfaction & Trust with the perception items (16).Also in terms of benefits people perceive more that pursuing a logistics certification training program will help them to upskill in their life. Certain variables are weakly correlated with each other and certain strong, signifying the absence of negative correlation.

All the above findings are related to Logistics Industry SMEs in Chennai .Employees In United States have mixed perceptions on the logistics certification training programs ,where the positive perceptions influence

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

consumer to buy and to map with their objectives and values .Also the adaptation of logistics and SCM certification possesses challenge like : high costs ,complex infrastructure ,etc which possess a threat to SME's .(Samuel Holloway ,2024).Also in our study we could find the neutral (Not highly agreeing or not highly disagreeing) stance which is one sort of an overall product of mixed perception .

APIC CPM Logistics certification training program enables employees and managers to improvise the employee performance and organizational performance at Sao Paulo ,Brazil (Claudemir Tramarico , Fernando Marins , Ligia Urbina & Valerio Salomon ,2015) which matches to our above current finding no 6 with regards to the benefits variable ,where our sample stated that pursuing logistics certification training programs also helps them in improving the employee performance ,productivity and organisational performance too.

Also ,getting a monetary reward or incentive is the primary motive for the pursuement of logistics certification training program (Silvester Adi Surya Herjuna & Anak Agung Ngurah Perwira Redi,2022) which aligns with our findings no 6 which are benefits where employees who work at SMEs of logistics industry in chennai perceive that pursuing logistics certification also helps them to develop in their career , do career transitions ,gain a competitive edge while applying for jobs.

With all of the above points it is concluded that all our research binds with the existing literature review as mentioned but with a different sample .

The key findings from our study to be noted is the employees who work in the logistics employee SMEs in Chennai hold a overall neutral perception for all the 7 variables (Awareness ,Pursuement ,Benefits ,Price ,Satisfaction,Trust) where the existing literature only concluded and focused on benefit aspects on a majorly basis ,only few studies were explored from the consumer perspective that to not in the chennai region .We have also deduced another key finding that certain variables are moderately and certain variables are highly correlated to each other .This correlational aspects were also not exploited much in the previous study .Thus 2

key findings are completely new and will add significant contribution to the existing body of literature .

PRACTICAL IMPLICATIONS:

We found that the overall perception numerically was "NEUTRAL " (3-3.5) from Table 11 for all the variables measured such as Awareness ,Pursuement ,Benefits ,Content Delivery ,Price ,Satisfaction & Trust with the perception items (16).Based on the findings with regards to employee perceptions from logistics SMEs at Chennai on logistical certification programs ,we can clearly implicate that Organisations can create thorough awareness on logistics certification programs available in the market as the overall awareness quotient is neutral only ranging from 3.45 only.

Also as we have deduced a correlation among the 7 variables as listed below from Fig 4 .

These correlations will help the logistics certification training providers to fine tune their product positioning as ina example:

We can see content delivery is highly correlated to benefits ,thus certifications program can be positioned in the minds of a consumer in such a way that advertisements,sales team can prepare the sales pitch according like: Content delivery aligns with industry ,thus studying industry content has more benefits such as upskill and etc....

As Content delivery is highly correlated to price , pricing strategy by the edu tech providers can be prepared with the help of content quality ,also sales team can use the content delivery for convincing the audience in terms of price. In simpler terms ,As the content quality is higher & benefits higher thus the pricing is high .These words can be used by the sales team also to convince the consumer

LIMITATIONS OF THE STUDY :

Time constraints were one of the limitations of the study ,also this study is limited only to logistics industry certification training programs as every industry has different certification training programs thus leading to different training and development strategies .Thus there is no scope of generalization to other industries .

FURTHER RESEARCH:

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

As the target sample was limited to Chennai, I suggest the researchers to expand the samples to more regions such as other parts of India and other countries so as to understand the perception of the employees belonging to SME's of the logistics industry. As more regions are covered in the research activity, the findings would be much more generalised to conclude with all the geographical regions over a timeframe as Small and Medium Enterprises (SME's) are located all around the world.

CONCLUSION:

Clearly the overall perception was neutral (not so high or low /positive or negative), thus there is a scope to improve the perception numerically. With correlativities among the variables a new dimension evolved from the study. Based on the findings, we can clearly say that we need to pay attention to the employees perception and developments especially belonging to SMEs (Small and Medium Enterprises). As SMEs are also integral part of the industry. For Logistics industry to flourish we need to pay attention to all the segments including SME's. Edu Tech Providers can easily take so many points from this study that they can implement the findings to fine tune the marketing and product strategies.

RECOMMENDATIONS:

1. Partnerships can be incorporated between logistics edu tech providers and SMEs to create awareness on the logistics certification training programs, as the overall perception is Neutral only from Table 11, thus hinting a scope of improvisation on perceptions

2. MoU can be signed with the logistics certification training provider and SME's to facilitate training as we know logistics certification training programs facilitate skilling of workforce and industry development (Thomchick & Humphrey, 1996).

3. As Employees also not having clear awareness on whether the organisation give financial aid to the employees for pursuing logistics certification programs. The Mean rating is of 3.27 which is of a neutral stance according to the coding terminologies. Thus educational assistance policies can be created, advertised and mentioned in the Organizational Onboarding documents prior to implementation of 2nd recommendation.

4. SWOT Analysis can be conducted to understand the strengths, weakness, opportunities and threats of the employees so as to allocate the proper certification training program to fulfill both the organisational and employee objectives.

Author Contribution: Both the authors have contributed significantly for the development of the article.

Conflict Of Interest: There are no conflict of interest

Funding Acknowledgement: There was no funding received for this article

Acknowledgements : No Acknowledgements

REFERENCES:

- [1] Statista. (2024). Logistics Industry WorldWide Retrieved From- https://www.statista.com/topics/5691/logistics-industry-worldwide/?srsltid=AfmBOopCYNyCwy-9l9qz3n3nt0E3E55vZevJhkIsXNY4Qnn_TPiJ-cZt
- [1] People Logic (2024) Logistics Industry In India . Retrieved June 27, 2024, from <https://www.linkedin.com/pulse/logistics-industry-india-peoplelogic-business-solutions-89edc/>
- [2] Benayoune, A. (2018). Towards effective human capital development for the logistics industry. International Journal of Trade, Economics and Finance, 9(4), 153-158.
- [3] Skill Dynamics (2024). Why is Logistics Training So Important To Supply Chains ? Retrieved From. <https://skilldynamics.com/blog/why-is-logistics-training-so-important-to-supply-chains>
- [4] Times Pro (2025). Top Logistics Certification Courses .Retrieved From <https://timespro.com/skill/operations-and-supply-chain/logistics-courses>
- [5] Thomchick, E., & Humphrey, T. (1996). The perceived value of AST&L certification. *Transportation journal*, 5-12.
- [6] National Skills Network (2024). Top Logistics Courses and Training In India .Retrieved From <https://nationalskillsnetwork.in/top-logistics-courses-and-training-in-india/>

Employee's Perception On Logistics Certification Training Programs - A Case Study Of Logistics Industry Smes At Chennai

- [7]McKinnon, A., Flöthmann, C., Hoberg, K., & Busch, C. (2017). Logistics competencies, skills, and training: a global overview.
- [8]Dr Pooja Mehta ,S .Organisation Behaviour .Retrived From <https://ebooks.inflibnet.ac.in/mgmt13/chapter/perception/>
- [9]Kovács, G., & Spens, K. M. (2011). Trends and developments in humanitarian logistics—a gap analysis. *International journal of physical distribution & logistics management*, 41(1), 32-45.
- [10] Thai, V. V., Cahoon, S., & Tran, H. T. (2011). Skill requirements for logistics professionals: findings and implications. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 553-574.
- [11]Tramarico, C. L., Marins, F. A., Urbina, L. M., & Salomon, V. A. (2015). Benefits assessment of training on supply chain management. *International Journal of the Analytic Hierarchy Process*, 7(2).
- [12]Herjuna, S. A. S., & Redi, A. A. N. P. (2022). What Motivates People to Earn a Certification in Supply Chain Management?. *Enrichment: Journal of Management*, 12(2), 2475-2481.
- [13]Diyanti, E. W. (2023). *PENGARUH KOMPETENSI TEKNIS DAN PELATIHAN SERTIFIKASO TERHADAP KINERJA KARYAWAN PADA PT. PETROKOPINDO CIPTA SELARAS* (Doctoral dissertation, UPN Veteran Jatim).
- [14]Gou, X. (2024). A Study on the Training Model of Logistics Management Professional Talents Based on “Four Party Collaboration, Integration of Courses and Certificates, and Stereoscopic Evaluation”. *Journal of Humanities, Arts and Social Science*, 8(12).
- [15]Holloway, S. (2024). Perceptions of Supply Chain Sustainability and Its Influence on Consumer Buying Decisions.
- [16]Tenny, S., Brannan, J. M., & Brannan, G. D. (2017). Qualitative study.
- [17]Taylor, R. (1990). Interpretation of the correlation coefficient: a basic review. *Journal of diagnostic medical sonography*, 6(1), 35-39.