

# International Trade Operations

- Trade operations in planning and managing the purchasing process
  - Trade operations in business logistics
- Procedural arrangements for international transport and customs clearance operations
  - Importance of electronic goods movement in trade operations



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**Radka Bauerová**

**Lecture No. 4**

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## Content of the first part

1. The specification and explanation of organizational purchasing goals
2. Trade operations of organizational purchasing decision process
3. The specification and explanation of organizational purchasing forms
4. Explanation of the supplier relationship management

# INTRODUCTION TO THE TOPIC

What are the main factors influencing sourcing decisions in retail in today's digitized economy?

What impact does sustainability have on supplier selection in the retail sector?

What technologies are becoming key to effective supply chain management in retail, and how are these technologies transforming traditional supply models?



# THE SPECIFICATION AND EXPLANATION OF ORGANIZATIONAL PURCHASING GOALS



In today's international marketplace, companies often practise **global sourcing**. Global sourcing involves **contracting to purchase goods and services from suppliers worldwide**. Global sourcing requires companies to adopt a new mind-set, some must even reorganize their operations. Among other considerations, business sourcing from multiple multinational locations should streamline the purchase process and minimize price differences due to labour costs, tariffs, taxes, and currency fluctuations. (Kurtz et al., 2009)

The **output** of organizational buying process is **an organization's purchase of goods and services to support company operations or the production of other products**. Buyer-seller relationship between companies involve working together to provide advantages that benefit both parties. These advantages might include (Boone and Kurtz, 2014):

- Lower prices for supplies.
- Quicker delivery of inventory.
- Improved quality and reliability.
- Customized product features.
- More favourable financing terms.

Understanding the dynamics of organizational buying behaviour is crucial for **identifying profitable market segments, locating buying influences within these segments, and reaching organizational buyers efficiently and effectively** with an offering that responds to their needs (Hutt and Speh, 2017).

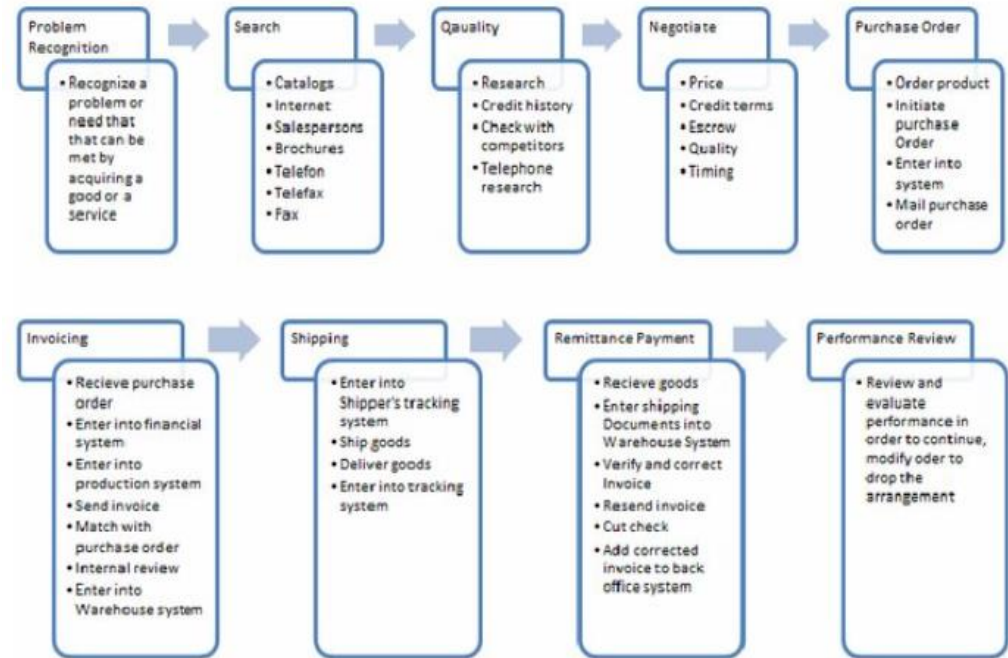
# PURCHASING DECISION-MAKING PROCESS



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- A fundamental characteristic of the B2B purchasing process is the **importance of building and maintaining close and long-term relationships** → leads to easier **decision-making processes** and streamlined procurement (Hutt and Speh, 2009; Koporcic et al., 2018).

Figure 1: Trade operations and steps in organizational purchasing decision process



Source: Fauska, Kryvinska and Strauss, 2013

# IS THE BUYING PROCESS ALWAYS THE SAME IN THE B2B MARKETPLACE?



# PURCHASE FORMS



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- Organizations that **already have experience** buying a certain product take a completely **different approach** to decision-making **than those that are buying for the first time** → therefore need to focus their attention on the purchasing situation rather than the products. (Hutt and Speh, 2017)
- Buying in the B2B marketplace can take **different forms** depending on a number of factors, which can include internal and external influences (Hall, 2017).

## New Purchase



## Modified Purchase



## Direct Repeat Purchase



# NEW PURCHASE

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In the case when purchasing organizations are confronted with a new purchasing situation, they are in the decision-making phase, which can be referred to as an extensive solution to the problem, → there are no precisely defined criteria for comparing alternative products/suppliers, nor are there strong predispositions to a certain solution.

**Approaches to purchasing decisions** (Hutt a Speh, 2017):

- **Assessment of a new purchase**– This is where companies face the greatest degree of uncertainty, as the product may be technically complex, the evaluation of alternatives difficult and dealing with a new supplier has unpredictable aspects. There is a lot of information search and the use of formal tools in the evaluation of key aspects of purchasing decisions.
- **Strategic purchasing**– Such a purchase is of extraordinary strategic and financial importance for the company. It is characterized, for example, by the fact that the buyer perceives that the decision is accompanied by the rapid pace of technological change, the search effort increases, and the search is concentrated in a shorter period of time.





# MODIFIED PURCHASE



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The organization's decision-makers believe that they can gain significant **benefits** by rethinking alternatives. It is characterized by **an effort to adapt products to changing customer requirements** (the buyer requires partial changes). The purchasing process becomes more complex (multiple departments are involved). It is specific in that if the supplier is not able to accept the customer's requirements, the **cooperation is terminated**.

**Approaches to purchasing decisions**(Hutt a Speh, 2017):

- **Easy modified repeat purchase**– includes a narrow set of selection alternatives and a moderate amount of both information and analysis. Buyers focus on the potential of long-term relationships with suppliers.
- **Complex modified repeat purchase**– involves a large set of choice alternatives and presents some uncertainty. Active information seeking, use of sophisticated analytical techniques, and careful consideration of long-term needs.



# REPEAT PURCHASE



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Routine problem-solving is a decision-making process that is used in direct repeat buying, where buyers apply **well-established selection criteria** that have been refined over time as buyers have developed a predisposition to bids from one or more carefully vetted suppliers. The purchasing department handles direct purchasing situations by routinely selecting a vendor from a list of approved vendors and then placing an order (for example, computer and office supplies, maintenance and repair items, travel services)

## Approaches to purchasing decisions(Hutt a Speh, 2017):

- **Causal**– they do not involve any search or analysis of information and the product is less important, the emphasis is only on the delivery of the order.
- **Routine low-priority decisions**– are a bit more important than the causal approach and involve a moderate amount of analysis. With this type, we can look at other sources or alternative methods of production to make sure that there are no new technical advances available on the market.



# BUYER (RETAIL)



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It plays a key role in the product management process of all retail companies. Their task is to implement the brand identity of the retail chain through the product portfolio (assortment). Buyers develop, create, and purchase products for their portfolio. Various **skills and competencies are required** to perform the role of a buyer (Fernie et al., 2015):

- The ability to **understand and anticipate the needs and wants of consumers** and then put together a range of products that meets consumer requirements.
- **Creative and analytical skills** in anticipating trends.
- Ability to **analyze competitors' activities**.

The role of a buyer in retail is complex and extensive, yet three significant responsibilities can be identified: **assortment assembly, supplier base selection, off-shore sourcing.**



# COMPILATION OF ASSORTMENT



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A product line must meet three specific things— **to take into account customer requirements, to bring profit and differentiation advantage.** (Fernie et al., 2015)

- Nákupčí vypracuje plán nákupu, který stanovuje jasné pokyny ohledně typů výrobků a značek, které mají být nakoupeny s informacemi o úrovni marže, které je třeba dosáhnout → slouží k usměrňování a informovanému rozhodování o výběru dodavatele.

## 1. CONSIDERATION OF CUSTOMER REQUIREMENTS

- The product range must meet the needs of customers while offering them a choice in terms of product variants, brands, prices, quality and performance characteristics.
- Within a particular customer segment and a specific product category, the buyer tries to accommodate all eventualities by putting together a range of products that provides customers with sufficient choice.



# COMPILATION OF ASSORTMENT



## 2. ENSURING PROFITABILITY

- The product range is designed to provide the retailer with maximum profit opportunities, which is a complex task → working with the merchandiser, who is tasked with monitoring, controlling and ensuring the financial performance of the assortment. In cooperation (buyer and merchandiser) subsequently:
  - It sets **target margins** that determine both the maximum price a retailer can pay to a supplier and the price/volume of goods that a retailer must sell to customers.

Based on the target margins, buyers must then put together a product range that meets the following criteria (Fernie et al., 2015):

- **Price** – Entry and exit prices that correspond to customer expectations and budgets + sufficient variability of choice between both price extremes.
- **Brand** – Alternatively, a comprehensive combination of supplier and own brands that satisfies consumer expectations and demand, but also ensures a sufficient level of profit.

## 2. ENSURING PROFITABILITY

- **Special discounts**– Most retailers offer some form of promotional discount or price reduction at the end of the season. These price reductions serve to satisfy customers' desire for a "bargain" and a "good deal". Promotions and price cuts can have a detrimental impact on target margins if not carefully managed. It is very important for buyers to anticipate price reductions at the beginning of the buying cycle as much as possible so that they can be included in the financial forecast.
  - **Availability** – There is no point in developing an excellent product that cannot be produced in sufficient quantities to meet consumer demand. The buyer must consider not only the likely level of demand for the product, but also whether its suppliers can fully meet the availability targets that the product must meet in order to achieve the desired level of profit.
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# COMPILATION OF ASSORTMENT

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## 3. DIFFERENTIATION ADVANTAGE

The product range must provide some form of good competitive advantage to the retailer. It is not advantageous for a buyer to put together an assortment that only copies the assortment that is already available from other sellers.

- Buyers must ensure that the product range offers an appropriate level of differentiation and social benefit.

There are two main ways in which a buyer can secure a compelling differentiating advantage for their company (Ferne et al., 2015):

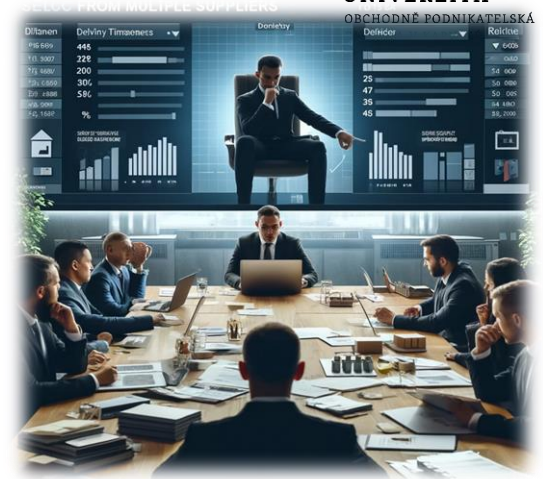
- **To provide something that is exclusive and unique in the market** – For example, by establishing cooperation with the manufacturer's leading brand. The fact that a manufacturer's unique product is only available from a certain retailer is a powerful means of ensuring loyalty to that retailer.
  - **Achieve differentiation while achieving a higher profit margin**– This can be achieved by developing limited editions of products (limited quantities for a limited period of time). Their short "shelf life" serves to maintain customer engagement, ensuring a certain level of loyalty.
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# SUPPLIER BASE SELECTION



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- In principle, the **buyer is responsible for identifying, selecting, and establishing relationships** with the supplier base.
- Choosing a supplier base is a complex task → **very few retail companies own their supplier base**, those that do are mostly manufacturers who have integrated into retail and distribution as part of their core business model.
- **The integration of manufacturing and retail** is most often seen **in the luxury retail sector** (Louis Vuitton, Hermès), with luxury goods manufacturers who subsequently integrated to take direct control of the retail sales of their brands.



What do we call this situation? 😊



## GLOBAL NETWORK OF RETAIL STORES

- Today, the companies are developing a global network of retail stores and have subsequently begun to acquire ownership of major suppliers → are gaining control over compliance with product quality standards and stabilizing their availability.
- Direct ownership of the supplier base helps **maintain exclusivity** and **keep competitors out, while improving flexibility in responding to market opportunities**, leading to **increased margins**.

Luxury brands, such as Giorgio Armani, started out as a design company, using external suppliers and external warehouse workers to produce and sell their goods. However, the company soon established a worldwide network of retail stores and then began to acquire ownership of important suppliers.

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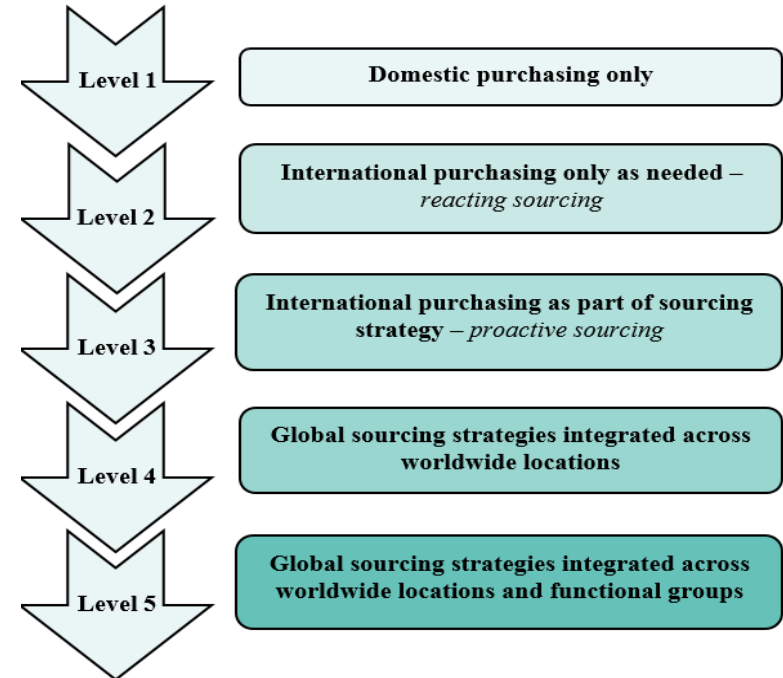
# SOURCING STRATEGY



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- Procurement is the process of determining the manner, place, and time of purchase of finished products. Sourcing is not only considered as a business function of sourcing products at desired prices, but an integral part of an organization's strategy (Zeng, 2000).
- Global supply emerged in the early 1970s as the advantages of buying abroad associated with the low cost of production in less developed foreign countries began to be realized (Mathyssens et al., 2006).
- In the case of procurement, we can talk about **five levels of sourcing** (Fernie et al., 2015).

Figure 2: Levels of sourcing



Source: Fernie et al., 2015, s. 179

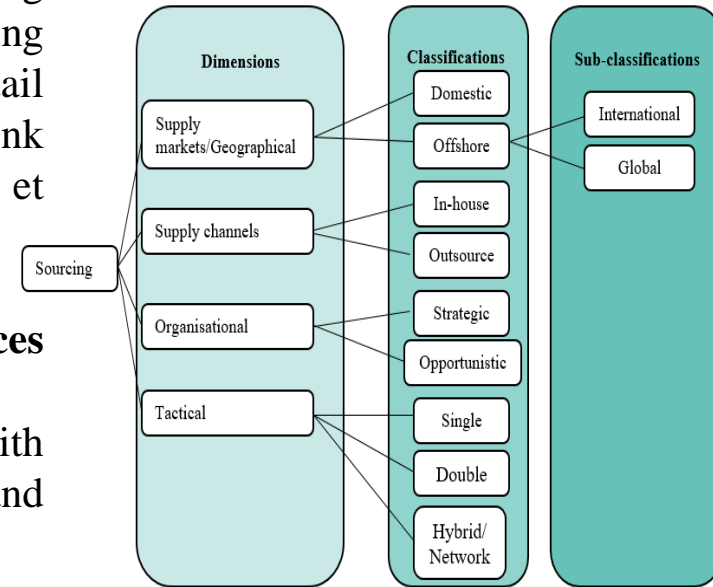
# OFF-SHORE SOURCING



In the past, there has been a significant restructuring of the supply geography for retailers from developed economies. Increases in labor costs, changes in production capabilities, as well as changing worker aspirations have led to most developed economies relying on other economies to produce and supply goods sold in their retail stores. When creating supply strategies, retailers need to think about a variety of aspects. These include the following (Ferne et al., 2015):

- **Where will they draw from?** (Supplier Base Geography).
- Whether the supply channels will be from our **own resources or from outsourcing**.
- It is necessary to decide whether the relationships with suppliers will be **strategic** and long-term, or **opportunistic** and short-term.
- It is important to make a **tactical decision** whether one supplier, two suppliers or multiple suppliers will be used for a given range of products.

Figure 3: Resource classification



Source: Fernie et al., 2015, s. 179

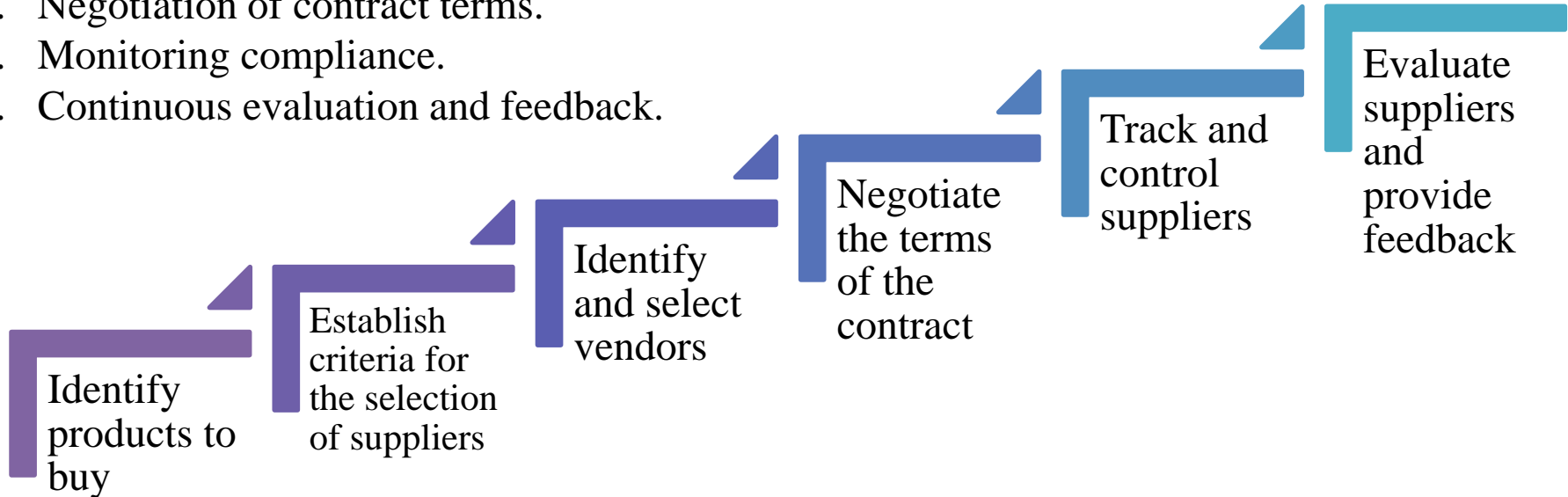
# SUPPLIER SELECTION PROCESS



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It consists of six steps (Ravindran a Warsing, 2016):

1. Determine whether the item should be produced or purchased.
2. Define various criteria for selecting suppliers.
3. Choosing the right supplier.
4. Negotiation of contract terms.
5. Monitoring compliance.
6. Continuous evaluation and feedback.



# PROCEDURES FOR DEVELOPING NEW RELATIONSHIPS WITH SUPPLIERS



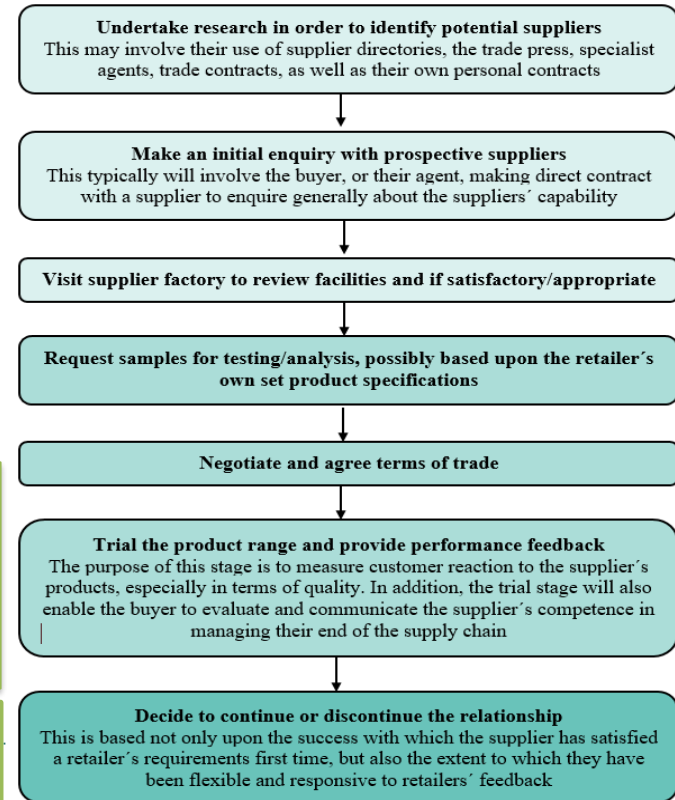
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The process of developing new supplier relationships has several phases(Fernie et al., 2015):

1. Initial research to identify potential suppliers, sourced from secondary sources, market recommendations and previous experience.
2. Establishing initial contacts with potential suppliers directly or through their international centers to inspect production facilities and obtain product samples. Retailers typically develop standard procedures for evaluating potential suppliers.

In recent years, initially influenced by the Corporate Social Responsibility (CSR) agenda, retailers have been thinking more carefully about the **ethical and environmental behaviour of their suppliers** when making decisions about supplier selection.

What is an **ESG report**? What is its connection with the development of new relationships with suppliers?



# New supplier selection criteria



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In addition to factors relevant to a prospective supplier's sustainability performance, the buyer will also assess the supplier in relation to six key areas. These areas are supplier reputation, product portfolio, terms of trade, technology and supply chain competence, marketing support, and supplier performance evaluation. (Ferne et al., 2015)

## **Supplier reputation**

The reputation of a supplier is a crucial consideration for all buyers. Reviews will include consideration of the reputation of the supplier's senior management and staff, for quality, delivery and margin target record, as well as in areas such as safety and ethical standards. The reputation of a prospective supplier is perhaps best evidenced by a review of the supplier's current customer portfolio. The number and reputation of their customers, and the extent to which these customers may be significant rivals, will certainly have a powerful impact upon any evaluation of the supplier's reputation and status in the market. (Ferne et al., 2015)

## **Product portfolio**

Greater scale economies and better margins can be secured if the supplier is able to provide a wider base of products. Therefore, a buyer will be interested to know the types of product a new supplier could provide. Buyers are also interested in the product development capability of a supplier. An evaluation of the quality standards of the supplier will also be essential, while considerations of the extent to which a supplier can provide exclusive ranges is also of interest to retailers who require differentiated product offerings. (Ferne et al., 2015)

# New supplier selection criteria



## **Term of trade**

The core requirement of any buyer selection process is a consideration of the pricing structure that the supplier operates. If the buyer represents a large and powerful retailer, then there is every likelihood that the financial assessment of a prospective supplier will extend beyond considerations of their ability to deliver a competitive cost price. These buyers will assess the extent to which one supplier compared with another can provide financial support for marketing campaigns, promotions, mark-downs and discounts for the meeting of volume sales targets.

## **Technology and supply chain competence**

Buyers will also carefully assess any new supplier's technological capability. A buyer will want to be satisfied that the supplier has an efficient and effective stock management system so as to ensure that the supplier will be able to provide excellent levels of customer service with respect to stock availability, quality control and payment transfer systems.

## **Marketing support**

Suppliers may be required to pay a listing fee in order to ensure that their product is carried by a retailer, and these payments will be in addition to payments made to fund and support promotional activities. The purpose of these initiatives is to encourage volume sales of the suppliers' products. The benefit to the supplier is that the more of their products sold, the more efficiently their factories will operate.

## **Supplier performance evaluation**

Buyers continually monitor the efficiency and effectiveness of suppliers. Various dimensions are considered as part of that evaluation, including careful consideration of the quality and service standards that a supplier can provide.

# SUPPLIER SELECTION PROCESS – selection criteria; identification and selection of supplier(s) - **the task**



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## TEAM WORK

### 1 POINT TASK

Imagine that you work in a Czech company that sells wooden wall pictures. You have been tasked by your supervisor to find a new supplier of wood that would be suitable for making these pictures. The wood must be hard but flexible at the same time. Due to the high prices of wood in our market, try to find a suitable supplier in the foreign market.

#### Task development process:

- Establish a criteria for selecting suppliers
- Identify suppliers
- Assess suppliers in relation to six key areas
- Select those supplier(s) with whom it is appropriate to negotiate the terms of contract

Time: **20 minutes** + **10 minutes** of presenting the results to all members

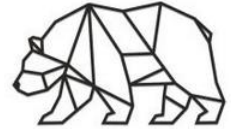
Example of wooden pictures that your company produces:



Jumping Deer Silhouette



Sitting Fox Silhouette



Walking Bear Silhouette







## Content of the second part

1. Business operations in logistics,
2. Reverse logistics.

# BUSINESS OPERATIONS IN LOGISTICS (BUSINESS LOGISTICS)



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Inventories account for 60-80% of the total value of assets in trading firms.



Thus, inventory weighs 60-80% of the invested capital,  
→ 60-80% is used to purchase inventories of goods.



Inventory management as a key area of business management.

The **goal** of inventory management is **to ensure the continuity of business operations at minimal costs** related to the supply process.

What causes too low an inventory level?



What causes too much inventory?

# HANDLING UNITS IN BUSINESS LOGISTICS



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Preference for the easiest, fastest, least laborious and cheapest ways of performing individual tasks → an effort to **eliminate duplicate** and **unproductive activities** and **achieve synergic effects**.

- **Rationalization and standardization of the process** of handling and transport of goods → unification of the form and size of compact units of transported goods so that equipment and means of transport can be adapted to it and used for efficient use of their capacity. (Mulačová a Mulač, 2013)

Classification of handling units from the point of view of business logistics (Cimler a Zadražilová, 2007):

- Zero-order handling unit
- First Order Handling Unit (15 kg)
- Handling unit of the second order (250-1,000 kg, 160-250 kg)
- Handling unit of the third order (10 – 30 tons)
- Handling unit of the fourth order (400 – 2,000 tons)



# PRODUCT PACKAGING



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The four main types of packaging include (Boučková, 2006):

- **Transport** – used for transport, handling and storage of goods (pallets, containers, boxes)
- **Consumer** – ensure the sale of products to consumers (cans, bottles, boxes, cups)
- **Commercial** – enable the delivery of goods to the merchant, or the presentation of goods at the point of sale (boxes, cartons)
- **Service** – offered by the retailer to facilitate sales and ensure hygiene (bags for pastries, fruit and vegetables, carrier bags, dessert trays)

Packaging must therefore meet several requirements, and in this context, we distinguish three basic functions of packaging (Mulačová a Mulač, 2013):

1. **Technical**
2. **Marketing**
3. **Ecological**



# TECHNICAL FUNCTION OF THE PACKAGING

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It consists of ensuring the protection of goods and maintaining their quality so that the customer does not feel negatively how far they had to travel to the shelf. At the same time, the strength, dust-free and impermeability of the packaging are important parameters.

## **Technical Attributes of the Packaging**(Pražská a Jindra, 2006):

- good manoeuvrability – easy gripping, suitability for automated handling,
  - stackability and stability of means of transport,
  - the ability to easily clean and maintain the means of transport,
  - Possibility of saving space when transporting empty means of transport,
  - the ability to reduce the labour intensity of handling,
  - Possibility of recycling or easy disposal of packaging and means of transport.
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# PACKAGING MARKETING FUNCTION



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The importance of packaging design is increasing with the expanding range of goods and the growth of impulse purchases.



Do you recognize the  
brand of this product?  
+ peripheral vision

→ The packaging greatly contributes to the uniqueness and uniqueness of the product

- Grab the customer's attention and make them focus their attention on the relevant product
- Unique product identification
- Submission of basic product information

What standard (legislation) specifies the minimum requirements for product labelling?

→ Act No. 634/1992 Coll., on Consumer Protection, as amended

# ECO-FRIENDLY FUNCTION OF THE PACKAGING

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**Once the packaging has fulfilled its function, it is no longer useful and needs to be disposed of.** In the past, not much attention was paid to this aspect, and this, together with other negative phenomena, was significantly reflected in the deterioration of the environment.

Now the situation is fundamentally changing and environmental aspects are coming to the forefront of the interest of the public and state authorities or relevant thematically profiled multinational organizations.

In the field of waste management, the principles of **sustainable development** are significantly implanted and the relevant legislation imposes increasingly strict requirements on the materials used, the obligations of manufacturers and traders, and the methods of disposal of used packaging.

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# REVERSE LOGISTICS



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- It ensures the transport of goods, materials, raw materials, waste and packaging **from the consumer or user back to the manufacturer, seller or other processor** → it is a process of reusing materials.
- The aim is **to ensure that materials are reused or recovered** in a way that is economically interesting and environmentally friendly.
- The aim of the process is to **claim, recycle, reuse or dispose of in an environmentally friendly way** (this is the area of green logistics\*).

According to experts' estimates, around 80% of customers decide whether customers will return to the retailer for their next purchase depending on the quality of their reverse logistics.\*\*



\*Zelená logistika – obchodní praxe snižování dopadu logistických procesů na životní prostředí

\*\*Zdroj: <https://logistika.ekonom.cz/c1-66795010-reverzni-logistika-musi-byt-rychla-a-presna>



- **Returns** – In the case of returns, the task of reverse logistics is to ensure that the processing of returned goods is as fast and efficient as possible so that they can go on sale again. However, the goal of reverse logistics is also to minimize the amount of returned goods. This is solved, for example, by fashion e-shops, where the return rate is high.
- **Refurbishment** – For some businesses, customers can return goods that have lost their purpose. The company then renovates and resells it, or removes usable parts and recycles the rest. IKEA, for example, has become famous for this, encouraging customers to return used furniture to give it a new lease of life. Or, for example, Apple, which offers a discount on a new one when an old product is returned.
- **Packaging material** – Reusing or recycling excess packaging in an environmentally friendly way pays off for companies. A classic example is Rohlík.cz that offers eco-friendly reusable bags or processes returnable bottles and packaging.
- **Unsold/unused goods** – This can be the return of unsold goods to manufacturers due to, for example, poor sales, obsolescence of goods, or the discovery of errors during the receipt of goods. Another example is construction companies that move unused material from one construction site to another, where they use it.
- **Undelivered goods** – This type of reverse logistics must be dealt with by every e-shop. For example, if the customer does not pick up the goods from the carrier in the end.
- **Exchanges** – Situations where customers want to exchange purchased goods for other items.
- **Borrowing and renting** – If the company also lends goods, it must also deal with the return process through reverse logistics.
- **Repairs and maintenance** – Under some terms and conditions, customers are entitled to regular maintenance or repair of goods in the event of damage.

# PUSH AND PULL REVERSE LOGISTICS TOOLS



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The first type of tools are the so-called push tools, which include state interventions that force companies to include the environmental burden of the company in their costs, so that the real costs for society are also taken into account in the market environment. Logistics acts here as a tool for optimizing production processes with regard to the rules set by the state.

## Push influences can also include:

- protests by citizens' initiatives,
- directives of industry associations;
- guidelines for lending and grants;
- environmental awareness of employees,
- Competitors' environmental behavior.

**The best packaging is the one that doesn't come out...**



Regulation of the European Parliament and of the Council on packaging and packaging waste (reference [here](#)) → sets out requirements to ensure that packaging is safe and sustainable.

# PUSH AND PULL REVERSE LOGISTICS TOOLS

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The second type of instrument is consumer pressure on manufacturers. This is a less imperative mechanism and depends very much on education, economic situation and the relationship of consumers to environmental protection.

## **Other elements of the pull strategy include:**

- the wishes of the store,
- awarding eco-prizes, eco-labelling,
- subsidy programmes for environmental activities.

For the purposes of "eco-marketing", consumers are divided into active, activatable and passive according to their relationship to the environment. Each of these groups is addressed in a specific way.

A few basic reasons why businesses should pay attention to reverse logistics include:

- use of functional parts of degraded products,
- reduction of landfill fees;
- complaints, as feedback revealing design deficiencies,
- Customer expectations or responsive complaint handling as a competitive advantage.

# Content of the third part



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1. Procedural arrangements for international transport and customs clearance operations

# INTERNATIONAL SHIPPING

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**Do you know which mode of transport accounts for around 90% of the tonnage of world trade?**

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# LOGISTICS IN INTERNATIONAL TRADE

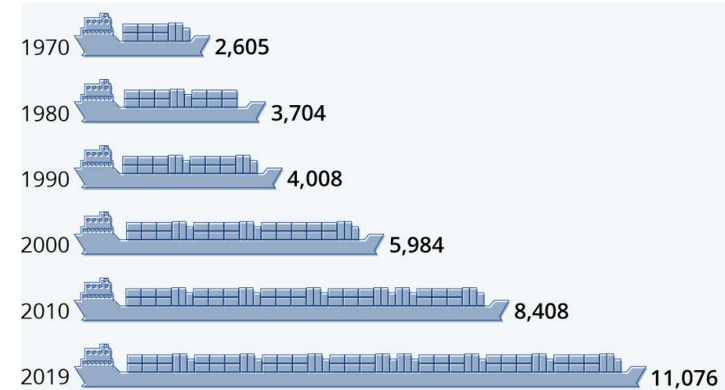


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International logistics is the process involving planning, implementing, and controlling the flow and storage of goods, services, and related information **from the point of origin to the point of consumption, which is located in another country** (David, 2017)

- It is influenced by many factors
- One of the distinctive features of contemporary logistics is the **growth in the number and quality of relationships and links between individual links in the logistics chain on a global scale** – new ways, methods and means are sought that allow us to succeed in a highly competitive environment.
- **Increase in the total volume of goods transported**

Figure 4: Total volume of international maritime trade (million tonnes of cargo)



Source: Statista, 2023

# FREIGHT FORWARDERS vs. CARRIERS



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## CARRIER

Unlike a forwarder, the carrier provides transport by its own means of transport, enters into contractual relations with clients in its own name, on its own account and at its own risk.



## FREIGHT FORWARDER

- Contract of carriage (mandatory information, optional information, permitted information)
- Receipt of the cargo is documented (bill of lading, bill of lading, air waybill...)

- It accounts for about 4/5 of the volume of international trade.
- Forwarding contract
- Forwarding function – contractual provision of transport and accompanying logistics services (warehousing, inspection services, customs clearance, insurance, packaging...)

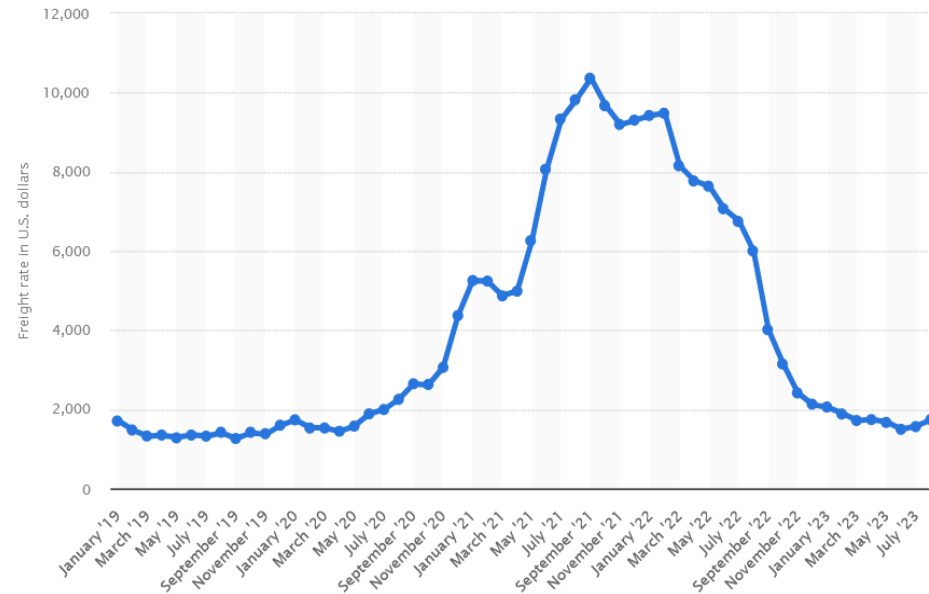
# PORTS AND MARITIME TRANSPORT



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- It carries out around 90% of global trade.
- Globalization is the domain of maritime transport, with container transport at the forefront of this process.
- The global maritime transport system consists of a number of major gateways → allow access to major production and consumption regions
- Between the gates are the main nodes that act as interconnection and transshipment points between maritime circulation systems.

Figure 5: Container rates – growth as an impact of COVID-19



Source: Statista, 2023



# SEA AND RIVER TRANSPORT



- The most important mode of transport in international trade operated by freight forwarders.
- Shipowners are economically very strong entities (shipowners) and they associate in maritime conferences.


<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
Low costs over long distances	Linked to climatic conditions and weather
High transport capacity	Longer transit time (slow shipping)
They can carry heavier and larger loads than air freight at a fraction of the cost	The necessity to change to another means of transport – higher costs for handling and transshipment of commodities
Suitable for transporting bulk materials (agricultural products and raw materials)	Limited network of transport routes

- Vessels are divided according to the route, size and type of cargo transported (Machková et al., 2009):
  - **Dry cargo vessels**
  - **Tanker ships**

Operations are subject to infrastructure and sufficient seaport capacity – the largest and most important ports are currently the Asian ports (Hong Kong, Singapore, Shanghai, Shenzhen, Busan), Los Angeles and the European ports of Rotterdam, Hamburg and Antwerp.

Global maritime trade faces a complex environment that presents several major challenges. In addition to the gradual recovery of disrupted supply chains, some freight forwarders are experiencing a decline in demand for transport capacity, resulting in decreasing rates in ocean freight. The cost of transporting a 12-meter container from Asia to Europe has dropped from \$14,000 to just \$1,700. (situation as of September 2023; source: Practical Logistics, 2023)

## What is a bill of lading??



Certificate of acceptance of goods for sea transport, one-time security, document recording ownership of goods.

- If there are no obvious defects during the acceptance inspection, the consignment note remains "**clean**" – it is easier to sell it than if the bill of lading is unclean.
  - A bill of lading is a document with **the right to request the release of a consignment**.
  - The carrier is obliged to hand over the consignment **to a person authorised to issue a bill of lading** if this person submits the bill of lading and confirms receipt of the consignment on it.
  - The rights from the bill of lading are transferred when the document is issued:
    - **on the order of the authorised person** (completed or blank endorsement (indosament),
    - **in the name of the beneficiary** (according to the provisions on the assignment of the claim),
    - **to the bearer** (by physically handing over the bearer).
-

# AIRPORTS & AIR TRANSPORT

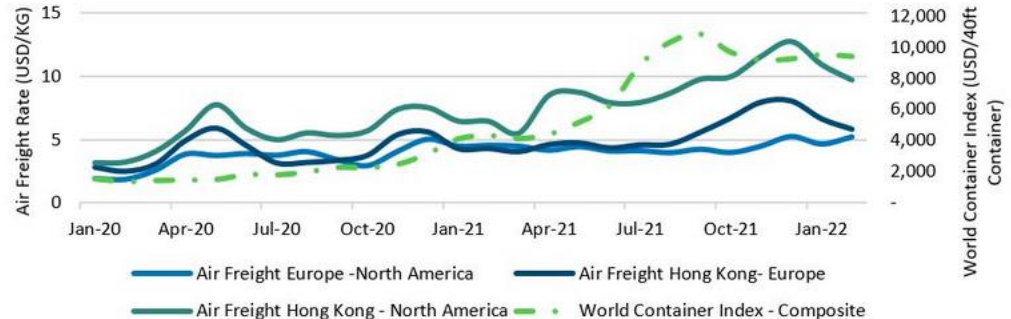


- In terms of tonnage, it carries a negligible amount of cargo compared to sea transport (0.2% of the total tonnage), but in terms of total value, it transports 15% of the value of world trade.
- It is worth approximately 70 times more than its maritime counterpart and approximately 30 times more value than freight transport by land.



**WHY?**

Figure 6: Evolution of air freight rates



# AIR TRANSPORT



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- Overall, a very low volume of air freight in international trade, as it is only used for selected commodities such as computers, medicines, food and perishable raw materials, flowers or works of art.

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
Speed and reliability	High Shipping Costs
Safety	Despite minimal weather effects, there is a certain dependence on the weather (it is not possible to land and take off in bad weather)
Fastest over long distances	Non-ecological
Highly predictable transit times (departure and arrival times)	Limited shipments

# AIR TRANSPORT

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- Czech Airlines has been a member since 1927.
- Acceptance of the shipment according to the IATA Conditions of Carriage is certified by means of **an Air Waybill (AWB)** – it is also a document proving the conclusion of the contract.

Air transport is generally carried out as:

- **Regular line** (additional loading, consolidation)
- **Irregular** (charter)

Containers used in air transport are called "**Unit Load Devices**" (ULDs) and are quite different from containers used in ocean freight. Rather, they are used to aggregate **small individual shipments**. Aircraft containers **are not intermodal** in design.

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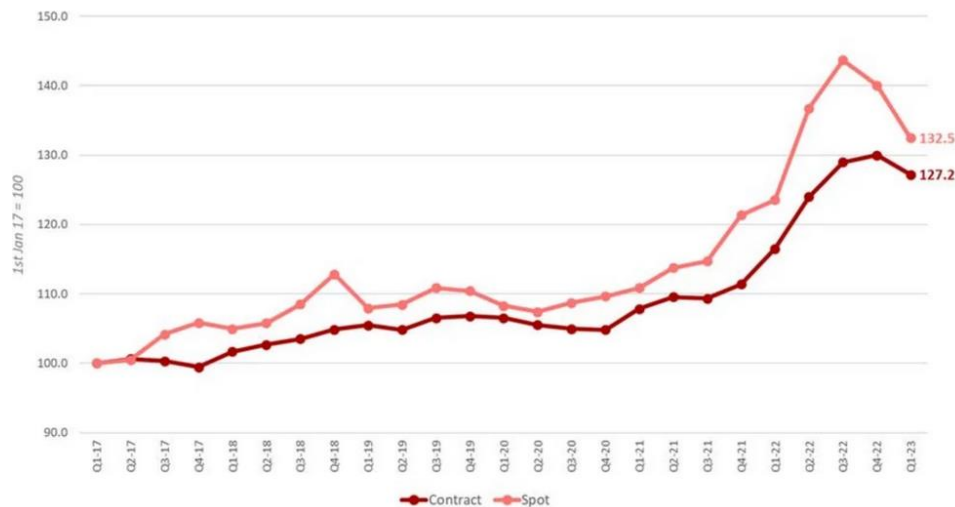
# ROAD AND RAIL TRANSPORT



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- In international transport, they are rather marginal – their importance is focused on their **role in the first and last kilometers of global distribution.**
- However, there are exceptions – trade between Canada, the United States and Mexico, a large part of Western European trade

Figure 6: Increase in road transport rates Q1/2017-Q3/2022 and their decrease since Q4/2022



Source:Upply, 2023

# RAIL TRANSPORT



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- Suitable for larger volumes of goods, especially if the **company has a siding available**.
- Proof of receipt of goods for transport and conclusion of a transport contract is a **railway consignment note** (issued for wagon consignments separately for each wagon, for individual consignments or express consignments for each consignment)

## ADVANTAGES

Suitable for larger volumes of goods and independent of traffic on the roads

Environmentally friendly

Suitable for transporting heavy cargo shipments

Possibility of transporting dangerous goods

Good prediction of transport time, lower costs for long distances than for truck transport

## DISADVANTAGES

Affected by the weather (freezing of tracks)

Slow (influenced by the timetable)

Limited flexibility

High proportion of fixed costs

In most cases, it is not possible to arrange "door to door"



# RAIL TRANSPORT



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It is used to transport cargo, which can take the form of:

- **wagons** – at least one separate wagon is required for each transport,
- **individual consignments** – limited in volume or weight, are assembled by the groupage service in such quantities that their dispatch is economically and logistically efficient
- **express consignments** – the weight is limited to 15 kg, they are transported at the same time as the transport of passengers,
- **Container shipments**
- **Combined transport** – such as RoLa (road and rail transport)



## Definition of ČSN 269375 "Terminology of combined transport"

- **Combined transport** is intermodal transport where the major part of the route is carried out by rail, inland waterway or sea, and the initial (collection) or final part (distribution) takes place by road and is usually as short as possible.
- **Intermodal transport** is the multimodal transport of goods in one and the same transport unit or road vehicle, which successively uses different modes of transport without handling the goods themselves in changing modes of transport.
- **Multimodal transport** is the transport of goods by at least two different modes of transport.

# TRAFFIC



- The fastest growing, but also the most problematic mode of transport in Europe.
- Strong competitive environment among carriers.
- Main forms of transport:
  - **Individual** (pick-up service) – prices based on fixed transport tariffs
  - **Full truck** – contractual prices

## ADVANTAGES

Speed of delivery, great time savings

High mobility and accessibility – dense network of roads

Flexibility and door-to-door transport, versatility

Great variability of means of transport

## DISADVANTAGES

Harm to the environment

Environmental Disturbance – Significant Land Use

Low throughput of the main road and distribution network – high accident rate, traffic jams – dangerous

Limited volume of transport – capacity of the means of transport

# COMBINED TRANSPORT



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- Definitions vary widely from country to country.
- In some cases, it is carried out on the basis of a single transport document – multimodal transport. Cargo transport by multiple modes of transport, where unified units are transported, which do not change in weight or form, and a different transport document is issued for each mode of transport – intermodal transport.
- The basic purpose of combined transport is to ensure the physical movement of the object of transport "from door to door" **using a single multimodal transport operator (MTO)**.

## ADVANTAGES

Reduce the risk of damage or loss of shipment

Cost savings on transport and handling

Possibility of using standardized packaging

Use of unified means of transport

Save time and use all available modes of transport

## DISADVANTAGES

The necessity of transshipment during transport

Investment-intensive construction of transshipment stations

Negative impact on the environment

Timetable bound

Waiting at transshipment points

# OTHER TYPES OF TRANSPORT

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## Oil and gas pipeline transport

- Continuous continuous transport
- It requires a high initial investment, but is not subject to climatic influences
- Pipelines from mining areas and pipelines from terminals in major ports

## Postal and courier transport

- Importance is growing in the context of e-commerce
  - Express delivery of smaller volumes and weights or business documents
  - The advantage is high speed and coverage of the transport section
  - It also provides customs clearance, personal handover
-

# SELECTION OF THE APPROPRIATE TYPE OF INTERNATIONAL TRANSPORT– the task



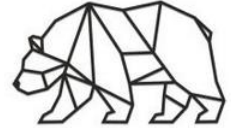
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## TEAM WORK

### 1 POINT TASK.

Imagine you work for Crazy Household Woods, a Czech company that sells wooden wall pictures. Your supervisor has given you the task of selecting the appropriate type of transport for an order of 100 wooden paintings.

Example of wooden pictures that your company produces:



Jumping Deer Silhouette

Sitting Fox Silhouette

Walking Bear Silhouette

### Task development process:

- Identify two suitable types of transport to the country you have drawn.
- Analyse the pros and cons of your chosen types of transport.
- Write the basis on which you will make your decision when choosing one of these two types of transport (what criteria will you consider).

Time: **20 minutes** + **10 minutes** of presenting the results to all members

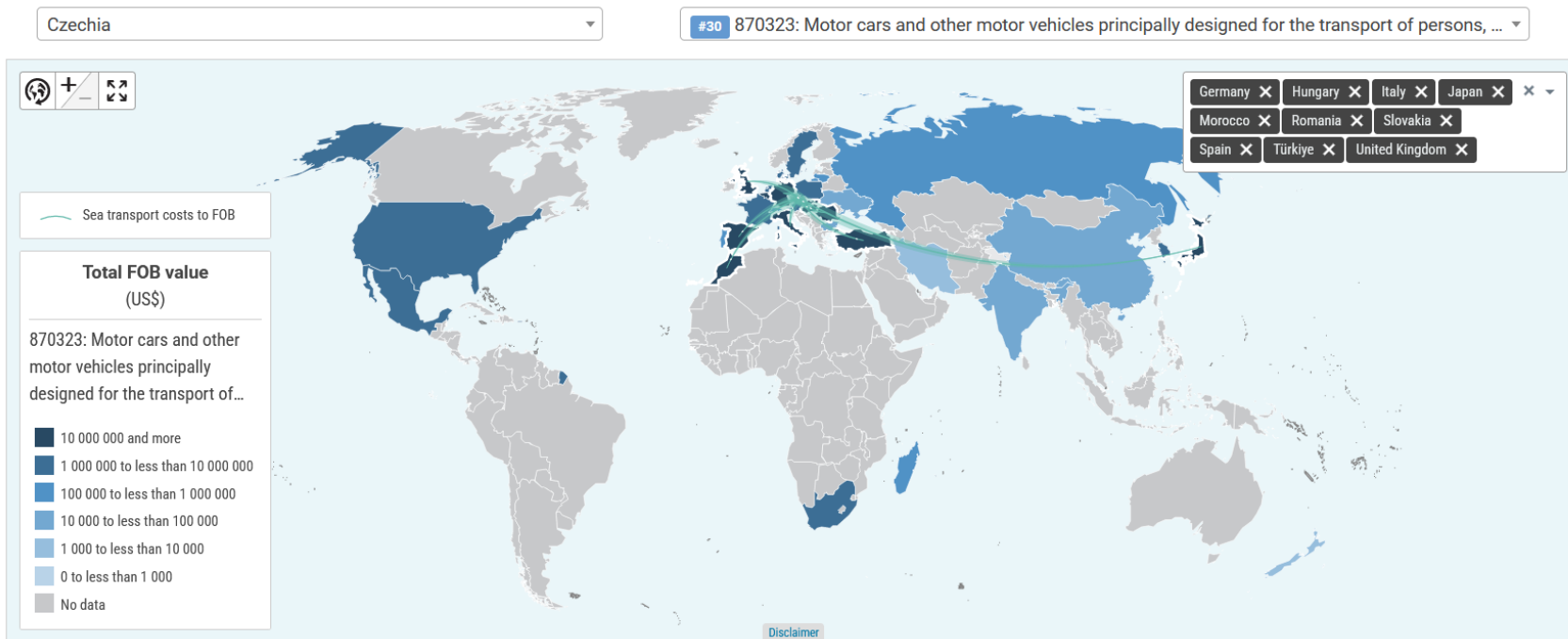


# GLOBAL SHIPPING COSTS IN INTERNATIONAL TRADE



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Interactive map created by UNCTAD and the World Bank



Interactive map available here: <https://unctadstat.unctad.org/EN/TransportCost.html>

# Content of the fourth part



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1. Importance of electronic goods movement in trade operations

# MODERN APPROACHES IN RETAILING WITHIN BUSINESS MODELS



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A business model is a set of planned activities that result in profit on the market, in the case of an e-commerce business model, the Internet and web space are used for this.

The following approaches can be used within the e-commerce business model to improve the quality of business processes, speed them up, make them more accurate and cheaper:

- Multi-channel retail,
- Digital Marketing,
- Machine learning algorithms,
- Cloud services,
- Augmented reality,
- Virtual Reality,
- Voice AI activation,
- Metaworld/Metaverse



**BARRIERS TO  
ACCEPTANCE**



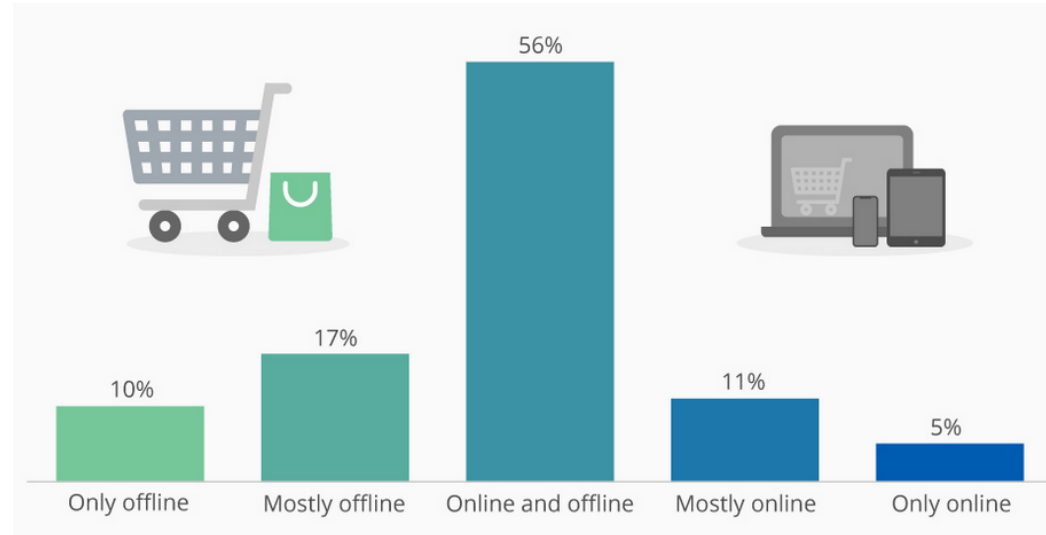
# MULTI-CHANNEL RETAIL



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- It is a distribution approach in which a retailer sells products to consumers through multiple retail formats (touchpoints – physical store purchases, website purchases, telephone orders, postal orders, interactive television, catalogue orders, comparison shopping sites).
- The goal is to maximize revenue and loyalty by offering customers choice and convenience.

**Figure 4: Percentage of U.S. consumers who shop through different channels\***



*Zdroj: Periscope – McKinsey, 2018*

\* Survey conducted in 2018

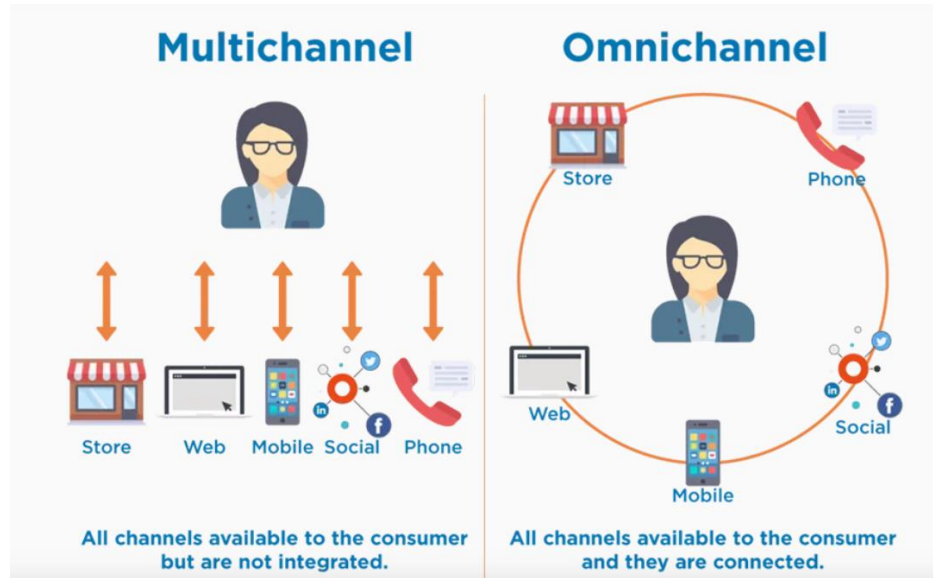
# What is the difference between a multichannel and omnichannel strategy?



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## MULTICHANNEL

- means that the company uses multiple channels to interact with the customer, but there may be gaps in communication, lost or missing information, and the experience will be fragmented, not fluid, and the customer will feel confused.



## OMNICHANNEL

- means that the company uses multiple channels to interact with the customer, with the customer experience seamless throughout that interaction, and the transitions between channels and their owners are easy.

# AUGMENTED AND VIRTUAL REALITY

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Ikea place – reference [here](#)

**WHAT IS THE DIFFERENCE BETWEEN AUGMENTED REALITY  
(AR) AND VIRTUAL REALITY (VR)?**

Walmart Virtual Store – reference [here](#)



# AUGMENTED REALITY



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- AR is an **enhanced, interactive version of a real-world environment** that is created using digital visuals, sounds, and other sensory cues through holographic technology.
- Consumers can virtually try on clothes or test products through augmented reality.
- For example, on the Sephora mobile app, users can virtually try on makeup in real-time. By placing filters on their live selfies, users can see how makeup products would look on their face. The app scans the customer's face, recognizes their eyes, lips, and cheeks for product placement, allowing them to try on makeup virtually



# VIRTUAL REALITY



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- While augmented reality is transforming the consumer experience of retail, virtual reality is changing the business side. Virtual reality **is useful for visualizing and redesigning stores and testing different layouts without having to physically rebuild the store.**
- Retailers use VR to plan store organization that is most appropriate and logical for consumer preferences.
- Virtual and augmented reality is especially suitable for e-commerce, where it allows businesses to create much more immersive and engaging experiences that mimic physical store experiences, but also add improvements that are not possible in the real world.

**Figure 5: Dolce & Gabbana virtual store**



Source: <https://said.simon.com/a-virtual-shopping-experience-with-dolcegabbana-at-the-shops-at-crystals/>

# META-WORLD AND METAVERSE



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- A **meta-world is a virtual world**, i.e. a permanent online computer-generated environment where multiple users in remote physical locations can communicate in real time for work or entertainment. As such, virtual worlds are a subset of virtual reality applications or, in other words, computer-generated simulations of three-dimensional objects or environments with seemingly real, direct, or physical user interactions. (Dionisio et al., 2013)
- The **metaverse is a superordinate concept**, where it is a shared virtual world in which land, buildings, avatars, and even names can be bought and sold, often using cryptos. In these environments, people can walk around with friends, visit buildings, purchase goods and services, and participate in various events.

Virtual worlds are of great future importance for businesses. They are becoming interactive, collaborative, and commercial platforms with **huge potential for virtual e-commerce**, as **virtual worlds** offer flexibility in branding, new product development, testing, and advertising (Gajendra et al., 2012).

# NIKELAND – AN EXAMPLE OF THE METAWORLD

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Nikeland is modeled after the actual headquarters of the Oregon-based company. Currently, visitors can play "tag", "dodgeball" and "ground is lava" on the platform, but they can also design their own mini-games. Over time, Nike wants to integrate in-game moments during global sporting events such as the World Cup and the Super Bowl. The sports brand will continue to update the virtual world in include the integration of athletes and products, writes CNBC.

Nikeland also includes a digital showroom where users can dress their avatar in specific Nike clothing. It is a space where visitors can also discover the company's latest products. Metaverse, a buzzword in the tech industry after Facebook rebranded itself as Meta, is a shared virtual world where people can interact with others through avatars, enjoy concerts, and make digital purchases.

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# RALPH LAUREN IN ROBLOX



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- Ralph Lauren has his collection in the Roblox metaworld. He presented a holiday-themed experience with unique clothing. Here, players can explore the winter landscape while participating in communal activities such as ice skating, roasting marshmallows, as well as engaging in a holiday treasure hunt to unlock exclusive extras. Players can also customize their avatars with Ralph Lauren outfits in the virtual Polo stores located in Roblox.
- Since there is no need to buy any raw materials and labor is minimal, virtual clothing is almost entirely profitable. (It takes days or even weeks to sew a couture garment, compared to editing pre-programmed garment templates, which can take minutes.) Minting designs in the metaverse also opens up huge possibilities for creativity. After all, garments can look whatever the designer desires; The constraints that are usually imposed by the practical side of the market – or even gravity or logic – are gone.





# QUESTIONS?

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Thank you for your  
attention



## SUMMARY

- The companies on international marketplace often practise global sourcing, which involves **contracting to purchase goods and services from suppliers worldwide.**
- Buyer-seller relationship between companies involve working together to provide advantages that benefit both parties such as **lower prices for suppliers, quicker delivery of inventory, improved quality and reliability, customized product features and more favourable financing terms.**
- Organizational purchasing decision process of trade operations consists of **problem recognition, search, quality, negotiate, purchase order, invoicing, shipping, remittance payment, performance review.**
- The main forms of buying situations are **new task** (judgmental new task, strategic new task), **modified rebuy** (causal, routine low priority) and **straight rebuy** (the simple modified rebuy, the complex modified rebuy).
- Companies can use five level of sourcing, e.g. domestic purchasing only, international purchasing only as needed, international purchasing as part of sourcing strategy, global sourcing strategies integrated across worldwide locations, global sourcing strategies integrated across worldwide locations and functional groups.
- Supplier relationship management and customer relationship management are the key processes for linking firms across the supply chain and processes.
- Supplier selection process consists of these six steps: **identify the parts and services to buy, establish the criteria for selecting suppliers, identify and select suppliers, negotiate the terms of contract, monitor and control the supplier, evaluate supplier and provide feedback.**
- The effective tools facilitates the supplier relationship management include using of **IT software, principal supplier key actions matrix, subcontractor evaluation form, subcontracting plan outline.**
- The legislation is the basis for regulating the conflicts of interest between buyers and sellers in the process of purchasing. Traders should examine customs policy, custom code, custom tariff, VAT amount, existence of excise tax and its amount, the need to obtain a certificate of conformity and requirements of the country's technical standards. In B2B context can be contracts divided into these types: **a simple one-page purchase order for the sale of goods, an extremely complex thousand-page document for a trade level agreement between multinational businesses and standardized or unstandardized contracts.**
- Contract formation consist of **pre-contractual phase, contractual phase, ordering and logistic phase, settlement phase and post-processing phase.**



## SUMMARY

- The receivable can be understood as a factor of competitiveness, while its creation is associated with the sale to customers on credit (or payment to suppliers in advance – by providing advances).
- A trade loan does not bear explicit interest, which may give the impression that it is free of charge, but it is necessary to take into account the effect it has on the amount of the sale price. The company may also have other receivables, such as receivables from loans provided or the company's claims for repayment of capital by shareholders or reimbursement of losses. Claims are therefore generally the rights of an undertaking to obtain funds or to be paid in kind at a specified time and at a known valuation amount.
- The general task of receivables management (or credit management) is to ensure the continued solvency of a company so that it is able to meet its obligations. Specific tasks of receivables management include determining whether and to whom to provide business supplier credit, for which the management can use financial analysis, data from the Commercial Register, specialized commercial databases, or rating agencies that deal with the evaluation of the solvency of business partners. Other specific tasks include minimizing the risk of non-payment of receivables, monitoring receivables, collection policy and monitoring the average amount of receivables.
- Inventory management is a very important area of business logistics, especially for trading companies, as inventories make up 60-80% of the total value of assets (invested capital). The goal of inventory management is to ensure the continuity of business operations at minimal costs related to the supply process, while finding a balance between too low inventory levels and too high inventory levels. At the same time, emphasis is placed on the rationalization and standardization of the process of handling goods and their transport (use of suitable handling units).
- The packaging of goods must fulfil at least a technical, marketing and environmental function. In a way, reverse logistics is also linked to the ecological function, the aim of which is to ensure the reuse or valorization of materials in an economically interesting way that is also environmentally friendly.



## SUMMARY

- International logistics is the process involving planning, implementing, and controlling the flow and storage of goods, services, and related information from a place of origin to a place of consumption located in another country.
- The final choice of logistics means is influenced by a number of factors related to the physical relocation of goods. Other factors are based on the provisions of the concluded purchase contract. The choice can also be influenced by factors such as the nature of the goods, the method of packaging, the transport distance, climatic conditions, or the technical and logistical equipment of the carriers.
- At the same time, there is a steady increase in the total volume of transported goods, which further enhances the need to move goods in precisely defined quantities and deadlines, at affordable prices, with minimal environmental impact on the environment and adaptation to specific customer needs.
- Among the factors that we take into account when choosing a suitable type of transport, apart from the price, are the following: the length of the transport route, the transported quantity, the speed of transport, the goods themselves (their type and specific characteristics).
- The modes of transport include sea and river transport, air transport, rail transport, road transport, combined transport and other types of transport (pipeline, postal, courier). Each has its own advantages and disadvantages, which you need to know when deciding on a suitable option for transporting goods.



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