

It took place on the 17th and 18th of December, at Oviedo, the first official Case Study discussion of the Project eknowIT. This session focused on the case “The Horizontal Collaboration between P&G and Tupperware” and was presented to students of the Master in Transport and Logistics Management, at University of Oviedo.

This session was led by Pelayo Gonzalez, who presented the case study in the first day, and by Professor Augusto Felício, who moderated the discussion in the second day.

“The purpose of this project is basically to share stories and successful cases which allow to reflect on the field of logistics and modality. Intermodality and logistics are a central theme in macroeconomic and we often forget that ports are fundamental to support the economies and linked to ports is all the logistics unfold.

So, why not demonstrate successful stories and turning them known? Turning them public and disseminated among our partners and interested parts like: universities, transport associations, etc. to make them reflect on this subjects. The purpose of this project is exactly that: to raise reflections in concrete, with real success stories. Transform successful cases in a methodology, in case studies, taking advantage of virtual learning systems.

In this specific case, “The Horizontal Collaboration”, we’re dealing with a case of logistics. But what is at issue here is a different concept – relevant – that has to do with horizontal collaboration in logistics. It’s a very interesting case. It raises serious considerations because while it provides answers to issues regarding cost and service efficiency levels, it also addresses other current concerns linked to logistics.”

*Prof. J. Augusto Felício
CEGE/ISEG*

“Many firms suffer increasing competitive pressures to make their supply chains more efficient. In this context, collaboration practices in transport and logistics offers benefits which extend beyond improved operating cost to include a better logistic service and lower the environmental impact.

This case is quite interesting for our students, because it clearly reveals the potential benefits of collaboration between firms with complementarities (similar operations, similar markets or clients), but also the difficulties to get them. They learn the basic economic principles and criteria to determine the value of collaboration and also the organizational solutions that can contribute to establish a mutual trust relationship.

There are a number of considerations that a supply chain manager must be mindful in order to assess whether collaboration is a viable opportunity. Case study is a very useful methodology in helping students to explore and evaluate all these considerations.”

*Prof. José Baños
UNIOVI*

"Thanks to this case study, we have been able to prove, with a real case, how the integration of supply chains in supply networks generates a series of cost savings and efficiency gains, which occur due to logistics collaboration between different companies. In addition, consolidating loads also has other positive externalities, in this case environmental, as reducing the number of trucks on the road improves CO2 emissions to the atmosphere, and it also reduces road congestion and this is also an advantage for its users."

*Lorenzo González
UNIOVI Student*

"The case seeks to promote more efficient multimodal transport corporate strategies, all from the approach of a logistical problem of horizontal cooperation."

*David Villar Rubio
UNIOVI Student*



FINAL CONFERENCE: Intermodal Challenges |
2016, April 27th | 09:30—15:30 | ISEG—Lisbon School of
Economics & Management

