



PERSPECTIVES AND LIVED EXPERIENCES OF SAMSUNG DATA SYSTEMS EMPLOYEES IN THAILAND TOWARDS INTERNATIONAL LOGISTICS RISKS: A PHENOMENOLOGICAL STUDY

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ABSTRACT

This paper aims to understand how the Samsung Data Systems or Samsung SDS-Thailand employees perceive international logistics risks through their personal experiences working in Samsung SDS Thailand. This paper delves on a phenomenological approach in the way Samsung SDS employees experienced logistics risk clusters and analyzes these risks in terms of international logistics operations as well as the corresponding mitigating strategies that Samsung SDS ought to have done towards these risks in the midst of the COVID-19 pandemic. From the review of related literature, some research gaps were identified which helped in the formulation of research questions. Qualitative method served as the nature of research and thematic analysis was then employed in order to generate the codes and determine the themes that emerged, extracted, and then evaluated out of the responses of the 15 purposively selected participants. Logistics delivery and open communication within Samsung SDS turned out to be the prevalent issues that were perceived. Mitigating measures and strategies were also suggested in connection with the concluding results. Several recommendations were then forwarded to answer the pressing needs and issues that Samsung SDS in Thailand faced and continue to face as perceived by the employees.

Keywords: Perceptions, International Logistics Risks, Phenomenology, Thailand-Philippines