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Research Article

The Impact of Strategic Logistics Management in the Stages of Crisis Management in The Jordanian Armed Forces - Arab Army

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ABSTRACT

The study aimed to analyze the impact of strategic logistics management in the stages of crisis management in the Jordanian Armed Forces - Arab Army, the study used the analytical descriptive method to achieve the objectives of the study and test its hypotheses, the study population consisted of all job titles (director, head of department, unit commander or center, head of division, assistant unit commander, first and lower staff). Due to the small size of the study population, the researchers used a comprehensive survey strategy by distributing (350) questionnaires to all managers in the Jordanian Armed Forces-Arab Army, specifically those related to logistics, and (300) questionnaires were retrieved, or (85%) of the total number of questionnaires distributed. After scrutinizing them, (10) questionnaires were excluded due to incomplete answers (2.8%) of the original distribution, thus the number of valid questionnaires for analysis purposes reached (n=290).

The study found that there is a positive impact of strategic logistics management in the stages of crisis management.

Based on the findings that indicate a positive impact of strategic logistics management on the crisis management phases, we can recommend that companies should adopt an integrated and well-organized logistics strategy. This strategy should be based on a thorough analysis of the logistics chain and an assessment of the potential needs and challenges that the company may face during a crisis.

Keywords: Strategic Logistics Management, Crisis Management Stages, Jordan Armed Forces - Arab Army.

Introduction

Crisis management is one of the main challenges facing organizations today. In light of the rapid transformations and changes in the global environment, an effective crisis management strategy is essential beyond simply dealing with the current circumstances. Hence, the importance of strategic logistics management is at the heart of the crisis management process, as it aims to achieve high efficiency and effectiveness in dealing with crises and minimizing their negative impacts (Harrison et al., 2019).Strategic logistics crisis management involves many steps and strategies that must be followed, such as analyzing risks, setting goals, planning contingency strategies, developing action plans, coordinating with relevant parties, and implementing the required plans. It is important to understand that these tools and procedures are to ensure that the organization is well-prepared and able to deal with any potential crisis, regardless of its size or nature (Bowersox et al., 2020).Aside from the traditional ways of dealing with crises, strategic logistics management is a holistic approach based on the development of sophisticated strategies to deal with any challenge an organization may face. This involves comprehensive and dynamic planning based on continuous forecasting and assessment of foreseeable risks and issues. It also requires the implementation of quick and effective recovery plans to minimize the negative effects that can result from crises (Coyle et al., 2021).In addition, strategic logistics management supports sustainable and appropriate crisis management decisions. When options are correctly identified and effectively implemented, there is a positive impact on an organization's performance and its ability to recover from crises faster and less expensively. Strategic logistics management helps enhance adaptability, innovation, and the ability to capitalize on emerging opportunities during the post-crisis phase. In general, it can be said that the challenges facing organizations in the face of crises require

innovative and sophisticated strategic logistics management strategies (Waters, 2019).The ability to adapt and adjust to rapidly changing circumstances is crucial for successful crisis management and for maintaining organizational sustainability in the face of external pressures. Ensuring an organization's sustainability also means fostering trust among customers, business partners, and shareholders, which contributes to the organization's long-term success. Obviously, not being well prepared for crises can lead to negative repercussions that can be devastating for an organization. Therefore, the necessary capabilities must be developed and a strategic logistics approach must be adopted to ensure an effective and successful response to any challenge that may face the organization (Copacino, 2019).Strategic logistics management is one of the critical factors for effective and efficient crisis management. It effectively helps to monitor and analyze potential crises and deal with them in an organized and systematic manner. Moreover, it contributes significantly to the preparation of comprehensive and effective response plans to existing or future crises. The strategic logistics management team works to deal with the repercussions of the crisis and provide constructive and innovative solutions to mitigate its negative impact on all aspects of the production, supply chain and logistics process (Cai & Zhang, 2019).

Strategic logistics management is one of the key tools that can contribute significantly to achieving success and sustainability in times of crisis. By using strategic logistics management methods and tools, the planning, organization, and coordination of resources, workers, and equipment can be improved. Consequently, effective communication within organizations improves, enhancing the ability to respond promptly and effectively to potential crises. Strategic logistics management can improve the performance of organizations and enhance their competitiveness in times of crisis (Ding et al., 2021).

Using strategic logistics management in an effective and integrated manner, effective coordination is achieved between all of an organization's assets and elements, from supply chain management to logistics and distribution management. Under the umbrella of strategic logistics management, all aspects of the business are optimized, including inventory monitoring, production planning, transportation management, and dealing with suppliers. All of this contributes to enhancing logistics organizations' response to crises and improving their performance in difficult circumstances (Huang, 2021).

Overall, strategic logistics management is a powerful and necessary tool for modern organizations in the face of challenges and crises. Applying and implementing the principles of strategic logistics management contributes to enhancing the ability of organizations to cope and survive under stressful conditions. This can be achieved through good planning, coordinated coordination of all aspects of the business, and achieving efficiency and sustainability in the supply chain and logistics in general. Strategic logistics management promotes effective and immediate response to crises and enhances the performance of organizations in difficult times (Warmelink et al., 2020).

Problem of the study

The issue of the study is the main point that determines the importance of strategic logistics management in the stages of crisis management. Due to the nature of crises and their negative impact on operations and supplies, the main challenge lies in finding effective strategies to deal with these crises and mitigate their negative effects. Therefore, the study aims to analyze the factors influencing crisis management and explore the role of strategic logistics management in mitigating the negative effects of crises.

Hence, the study is an important analysis of the challenges and opportunities that can be faced by strategic efforts to manage crises in their various stages. The study suggests that the ability to deal with crises and rescue threatened operations is highly dependent on strategic logistics management, and therefore investing in this area is vital to the success of organizations in times of crisis.

The critical importance of strategic logistics management lies in the ability to analyze and manage crises flexibly and effectively, and to organize operations to ensure a quick and effective response in emergencies. Moreover, the integration of modern systems and technologies in strategic logistics management is a key factor in enhancing the adaptability and continuity of organizations under crises, as modern technology can be used to improve the management of logistics operations, identify needs and expectations, and improve service levels.

In the end, the study provides a better understanding of the role and importance of strategic logistics management in crisis management phases, highlights the challenges and potential opportunities for improvement in this complex process, and develops innovative and advanced strategies to achieve the best results in strategic logistics crisis management. Awareness of the importance of strategic logistics management and its effective use in crisis management should be further promoted, as organizations can develop preventive measures, monitor market changes, identify potential risks, and implement customized policies to mitigate the effects of crises. Attention should also be paid to improving collaboration between stakeholders and fostering strategic partnerships to maximize the impact and effectiveness of crisis management. We should also consider developing competencies, improving awareness and education on strategic logistics management, and employing best practices to enhance resilience and effective response in crisis situations.

Crisis management is a process that requires the presence of strategic logistics management experts to maximize the effectiveness and positive impact of crisis management. Therefore, current research, studies, and global standards should be utilized to improve the level of expertise and skill in this vital area for success and continuity in crisis management.

Objectives of the study

This study aims to shed a comprehensive light on the great importance that strategic logistics management plays in addressing complex crises and major challenges facing organizations. Through it, we will try to achieve several lofty and comprehensive objectives, including analyzing the factors that effectively influence crisis management and understanding its constructive impact on the overall performance of organizations. We will examine in depth the role of strategic logistics management in mitigating the negative effects of crises and improving its response, by fostering strong collaboration between all stakeholders. At the end of the study, we will seriously address the challenges of applying strategic logistics management in the stages of crisis management and how to deal with them with dedication and wisdom in order to overcome them in an effective manner. We sincerely hope that this comprehensive and extensive study will contribute to enhancing public understanding and awareness of the importance of strategic logistics management in the face of multiple crises and difficult challenges, thereby achieving a tangible and practical improvement in the performance and effectiveness of organizations in the face of these difficult and turbulent times.

Literature Review

Strategic logistics management plays a decisive and effective role in crisis management, as it contributes significantly and effectively to early strategic planning and identifying the logistical needs necessary to deal with them better, more effectively and practically (Akbar et al.,2024).

These are not the only benefits of strategic logistics management, but it also helps in organizing smooth and effective logistics operations to deal with existing and potential crises, distribute resources and supplies appropriately and, moreover, face any potential challenges or difficulties in the organization's dealings with potential crises. Strategic logistics management focuses and gives special attention to assessing potential risks and developing integrated and harmonious strategies to deal with any type of crisis in a better, effective and appropriate manner (Hilal,2024).

With the aim of achieving maximum readiness and preparedness to deal with these crises. In addition, it works hard to ensure and enhance the continuity and smoothness of the supply chain, regardless of the circumstances or challenges that the organization may face, by ensuring the continuity of operations and the continuity of work without interruption despite the difficult global challenges that may arise suddenly and expectedly (Sarpong et al.,2024).

This strategic approach to logistics management and hard, effective work contribute in turn to building and developing the organization's ability and flexibility to better withstand and adapt to current and future crises, and maintain its long-term sustainability and continuity. This, in turn, enhances its success and reputation in the field of logistics management at the national and international levels, in addition to the importance of the strategic and decisive role of this administration in dealing with crises in all fields and sectors(Yaiprasert& Hidayanto,2024).

The stages of crisis management are greatly influenced by the application of strategic logistics management. In the crisis awareness and preparedness phase, strategic logistics planning contributes to identifying the required resources, organizing training, and developing strategic plans. Also, it contributes to implementing continuous risk assessment and identifying future needs and improvements (Sumaroh et al.,2024).

In the recovery phase, the Strategic Logistics Department provides support in arranging supplies, rehabilitating infrastructure and organizing economic repatriations. This enhances the organization's ability to recover quickly and effectively from a crisis. Therefore, strategic logistics management has a significant impact on the stages of crisis management and enhances the organization's response and ability to deal with challenges (Bowersox et al.,2020).

Crisis management is an essential part of a company's operations that must be constantly improved. Strategic logistics management ensures fast and reliable service, identifies weak points in the supply chain, and stands ready to effectively confront crises. Crisis management can be improved through the implementation of strategic logistics management, where efforts are directed to achieve strategic crisis planning and effective management. Logistics management helps provide effective and rapid solutions to crises, and enhances cooperation and coordination between different stakeholders (Trivellas et al.,2020).

In addition, strategic logistics management reduces costs and improves the efficiency of crisis management. Companies must apply the principles of strategic logistics management to achieve outstanding performance in crisis management and avoid losses resulting from them (Frazelle,2020).

The logistical role in the crisis planning phase plays a crucial role in enhancing an organization's readiness and equipment to deal with potential crises. The application of strategic logistics management helps in analyzing risks, identifying the necessary resources, and planning the operations and procedures required for crisis management. The use of strategic logistical methods and tools in the crisis planning phase can increase preparedness and effectively respond to potential crises, reducing the potential negative impact of these crises on the organization(Sgarbossa et al.,2020).

Based on the above, the study proposes the following hypothesis:

The first hypothesis: There is a positive effect of logistics management in the stages of crisis management.

In the stage of detecting early warning signals, available information and data are collected from various sources with the aim of detecting any early signs of a crisis. Early sensing tools and continuous analysis are used to detect any unusual changes in the environment or business indicators. In addition, a system of continuous monitoring and analysis of statistical data is implemented to identify possible negative trends and analyze potential crisis risks. Based on these early signs of the crisis, the necessary measures are taken to address it and the next stages of crisis management are planned(Castelblanco et al.,2024). Based on the above, the study proposes the following hypothesis:

The second hypothesis: There is a positive effect of strategic logistics management in the stage of discovering early warning signals.

The preparation and prevention stage is one of the main stages in crisis management, as companies and institutions must develop strong strategies to deal with potential crises. This procedure includes analyzing the potential risks that the organization may face and determining the strategies needed to deal with them. In addition, a comprehensive emergency plan must be developed that includes specific actions to be taken in the event of a crisis. This approach helps in identifying the necessary resources, organizing working teams and assigning responsibilities, and ensuring the availability of tools and equipment necessary to deal with the crisis. Furthermore, companies must provide ongoing training and awareness to employees to increase their awareness and equip them to effectively deal with potential crises(Hosen et al.,2024). Based on the above, the study proposes the following hypothesis:

The third hypothesis: There is a positive effect of strategic logistics management in the preparation and prevention phase.

The damage containment stage is one of the most important stages in crisis management, as it aims to limit the aggravation of the damage and prevent its further spread. At this stage, urgent and effective measures are taken to address the problem and stop its negative impact on the institution and society. These measures include joint coordination between the concerned authorities and the rapid and successful launch and implementation of damage containment plans. The process of containing the damage begins with a careful analysis of the circumstances and causes that led to the crisis, and then identifying the strategies needed to address it. In addition, rapid response teams are organized and directed to attend to high-priority areas in saving lives and maintaining critical infrastructure. The importance of rapid response lies in limiting the extension and deepening of potential damage and enhancing confidence and stability among those working in the institution and the affected community (Shah& Hussain,2024). Based on the above, the study proposes the following hypothesis:

Fourth hypothesis: There is a positive effect of strategic logistics management in the damage containment stage.

The recovery phase is the final phase in crisis management, as it aims to restore normal operations and complete activities halted due to the crisis. This stage includes several important procedures, such as assessing the damage to the organization and analyzing the financial and material consequences of the crisis. The organization's structure must also be reorganized and employees retrained on new procedures in light of the crisis it has been exposed to. In addition, a plan must be developed to respond to future crises and improve existing systems to ensure that past mistakes are not repeated. Strategic logistics management is one of the main factors in the success of the activity recovery phase, as the focus is on planning the effectiveness of supply chains, managing inventory, and organizing transportation and distribution in a way that ensures that operations are restored as quickly and effectively as possible(Prezelj& Ristevska,2024). Based on the above, the study proposes the following hypothesis:

Fifth hypothesis: There is a positive effect of strategic logistics management in the activity recovery stage.

In the learning phase, all available data and information about the crisis, performance evaluation and strategic analysis of strategic logistics management are analyzed. The reason behind the crisis is studied and all the steps taken during the crisis are analyzed. Here mistakes are identified and improvements can be made in the future to avoid a similar crisis. The overall performance of strategic logistics management is also evaluated, identifying strengths and weaknesses, identifying opportunities to develop logistics operations and increasing efficiency and effectiveness in dealing with future crises. Learning improvements must be based on available evidence and information from the current crisis and previous crisis experiences to achieve effective and sustainable results(Aksu& Kilinc,2024). Based on the above, the study proposes the following hypothesis:

Sixth hypothesis: There is a positive effect of strategic logistics management in the learning stage.

Methodology

Study population:

The study population is all the sampling units that are studied. The population size is usually symbolized by (N), while the sample size is symbolized by (n). The study population consisted of all job titles (director, department head, unit or center commander, division head, assistant unit commander, first and lowest staff) in the Jordanian Armed Forces - the Arab Army, specifically those related to logistical work, amounting to (350) individuals. And shown in Table.(1)

Table (1): Statistical description of the study population

Job Title	No
Director	6
Head of department	11
Commander	50
Chief of branch	40
Commander assistants	50
First staff	193
Total	350

The study sample:

The accuracy of the results depends greatly on the method of selecting the sample. The purpose of the sample is to select a part of the population, provided that this part is representative of the study population and reflects the main events and phenomena in it, and due to the small size of the study population; The researcher used a comprehensive survey strategy by distributing (350) questionnaires to all managers in the Jordanian Armed Forces - the Arab Army, specifically those related to logistical work. (300) questionnaires were retrieved, meaning (85.7%) of the original number distributed, and after reviewing them, they were excluded. (10) questionnaires due to incomplete answers, meaning (2.8%) of the distributed sample. Thus, the number of valid questionnaires for the purposes of analysis was (n=290), which constituted (82.8%) of the distributed sample. The sample size is considered representative of the study population based on For the sampling table prepared by (Sekaran, & Bougie, 2016), which shows the sample size by knowing the size of the population

Sampling unit:

The sampling and analysis unit for this study consisted of managers in the Jordanian Armed Forces - the Arab Army, specifically those related to logistical work. The sampling unit that was chosen is considered the most knowledgeable about the subject of the study and is the most capable of providing information about the problem of the study more than the rest of the employees and workers in other departments.

Data collection sources:

In collecting its data, the study relied on two main sources:
First: Secondary Sources: The secondary sources were the books, literature, scientific studies, and specialized publications that were read about the subject of the study. Some electronic sources available on the Internet and various databases that served the study were used.
Second: Primary Sources: The primary sources were the questionnaire that was developed and its questions were formulated to express each of the variables in order to be able to measure them, and based on what was presented in the studies.

Study tool:

A questionnaire was developed and prepared as a main tool for the study, by reviewing previous studies. It included in its first part the personal and functional variables of the respondents, and in its second part it included a group of paragraphs and phrases related to the variables of the study (logistical intelligence strategy, stages of crisis management) with (45) items.

Adapting the study model to the statistical methods used:

Hair et al (2021) presented a set of procedures to verify the suitability of the study model to the statistical methods used, which are as follows:

Measurement model

Partial least squares (PLS) structural equation modelling was used in the current work to quantify the performance of the more effective model. To make this measurement, Smart PLS was used. This quality indicator takes into account average variance extracted (AVE), confirmatory factor analysis (CFA), convergent validity, and discriminant validity. Validity and reliability are the two main criteria used in PLS analysis. This is due to the fact that estimating the model's quality is the primary goal of model measurement. Both

discriminant and convergent validity evaluations were done to make sure the construct under investigation is valid.
The average variance extracted (AVE) values and item loading values were used to test convergent validity, sometimes referred to as internal consistency of the variables. The consistency of the items was evaluated in this convergent validity analysis.

Composite Reliability and Validity

Furthermore, the factor loadings, validity, and reliability of the data gathered were evaluated using PLS-SEM. Information on the item factor loading, validity, and reliability for the PLS measurement model is detailed in Table 2. Cronbach's alpha test value, which must be 0.70 or greater, is typically used to evaluate an item's internal consistency. Cronbach's Alpha and composite reliability scores
for the variables under investigation were both higher than 0.70. Because the average variance extracted (AVE) values for discriminant validity were higher than 0.50, convergence validity and high reliability were demonstrated. The composite reliability values, which ranged from 0.841 to 0.902, were over the threshold range of 0.70.

Table 2. Composite reliability, Cronbach's Alpha, and AVE values

Construct	Dimension	Loadings	CA	CR	AVE
Strategic logistics management practices	Strategic Planning	0.779	0.818	0.843	0.742
	the management systems used	0.721	0.757	0.780	0.686
	Integration between all functions of the organization	0.833	0.875	0.901	0.793
	distribution planning	0.840	0.882	0.908	0.799
the stages of crisis management	Detecting early warning signals	0.851	0.894	0.921	0.810
	Preparedness and prevention	0.688	0.722	0.744	0.655
	Damage containment	0.869	0.912	0.939	0.826
	Restore activity	0.814	0.855	0.881	0.775
	Learning	0.830	0.872	0.898	0.790

Note: CR=composite reliability; AVE=average variance extracted; CA= Cronbach's Alpha

Hypothesis testing results:

Results of the analysis of the first hypothesis:

Table (3): Results of testing the first hypothesis

	Original Sample	T Statistics	P Values
Strategic logistics management practices -> the stages of crisis management	0.860	15.197	0.000
R^2=0.739			

The results of the study indicated a positive impact of strategic logistics management practices in the stages of crisis management, as the value of the path coefficient reached (0.860), and the calculated (T) value reached (15.197). The results also indicated that logistics management practices explained an amount of 73.9% of the variance. In the stages of crisis management. Which means rejecting the null hypothesis and accepting the proof hypothesis which states: There is a positive impact of strategic logistics management practices in the stages of crisis management.

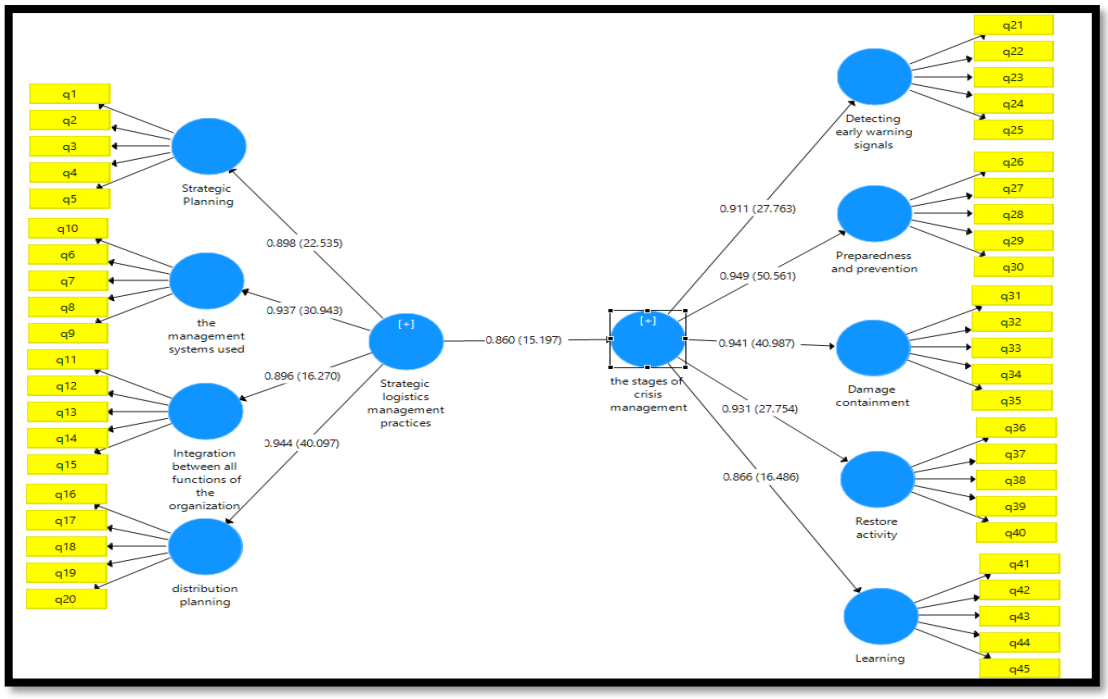

Figure (1): Results of testing the first hypothesis

Table (4): Results of testing the second hypothesis

	Original Sample	**T Statistics**	**P Values**
Strategic logistics management practices -> Detecting early warning signals	0.882	18.656	0.000
R^2=0.777			

The results of the study indicated a positive effect of strategic logistics management practices in detecting early warning signals, as the value of the path coefficient reached (0.882), and the calculated (T) value reached (18.656). The results also indicated that logistics management practices explained an amount of 77.7%. Of the differences in the stages of crisis management. Which means rejecting the null hypothesis and accepting the proof hypothesis, which states: There is a positive effect of strategic logistics management practices in detecting early warning signals.

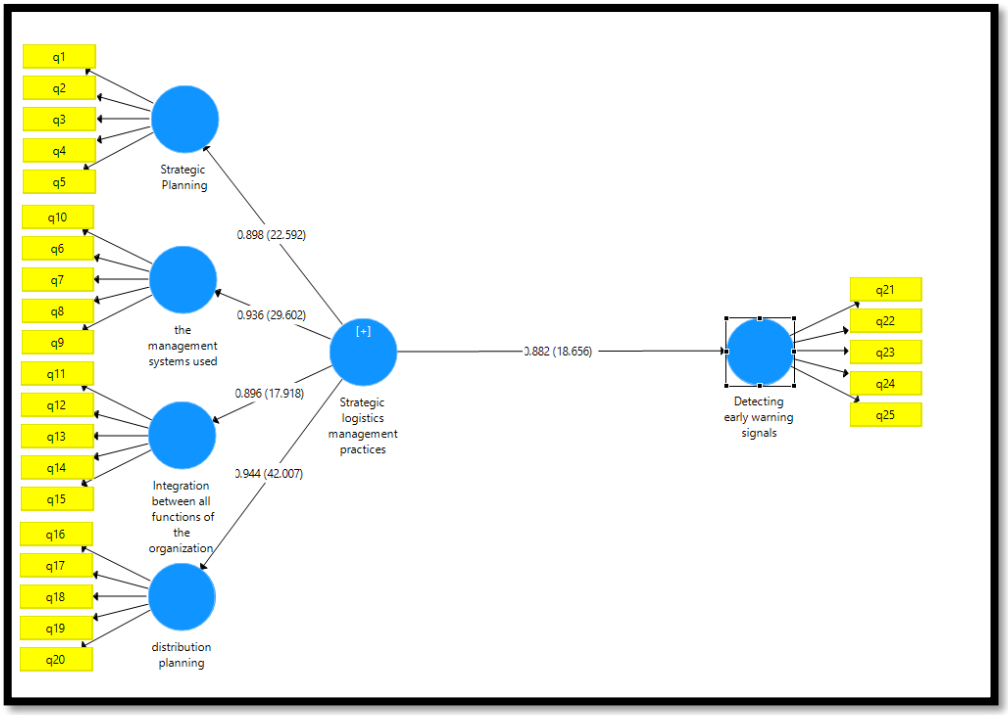

Figure (2): Results of testing the second hypothesis

Table (5): Results of testing the Third main hypothesis

	Original Sample	T Statistics	P Values
Strategic logistics management practices -> Preparedness and prevention	0.829	12.621	0.000
R^2=0.687			

The results of the study indicated a positive impact of strategic logistics management practices on preparedness and prevention, as the path coefficient value reached (0.829), and the calculated (T) value reached (12.621). The results also indicated that logistics management practices explained 68.7% of the variance in Preparedness and prevention. Which means rejecting the null hypothesis and accepting the proof hypothesis which states: There is a positive effect of strategic logistics management practices on preparedness and prevention.

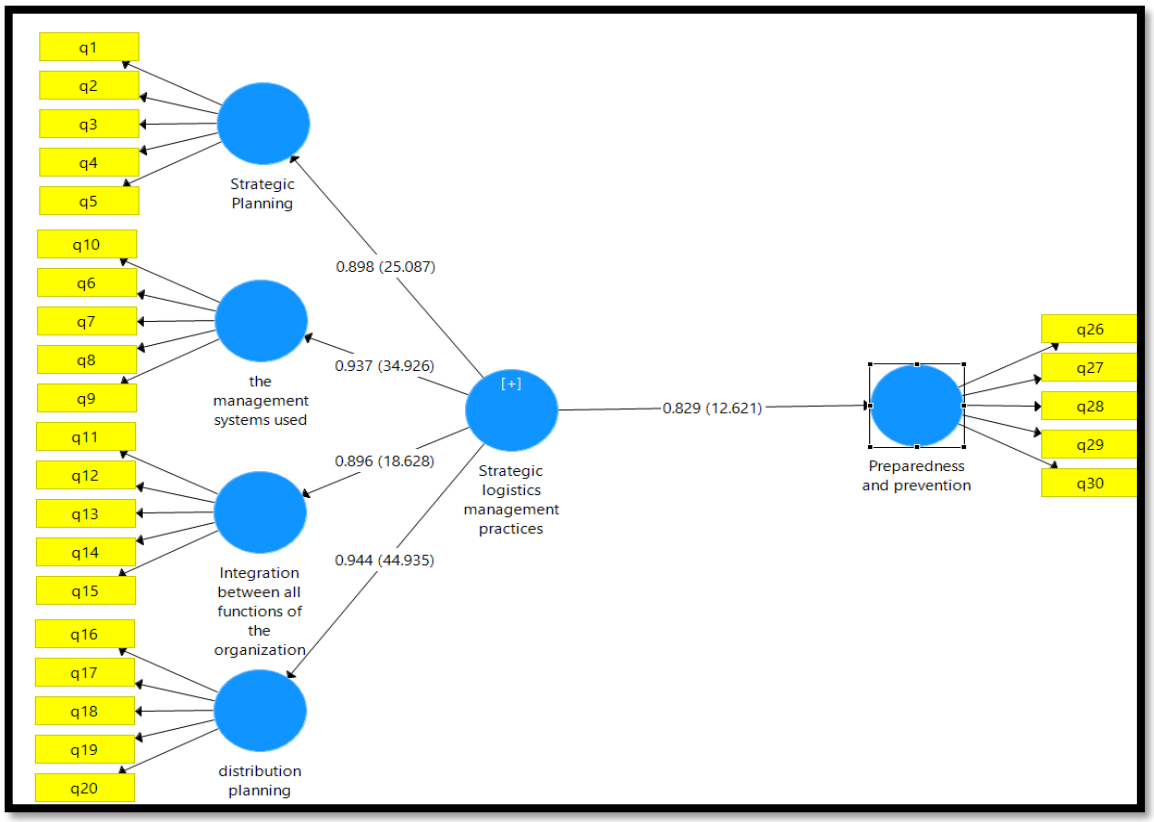

Figure (3): Results of testing the Third main hypothesis

Table (6): Results of testing the Fourth main hypothesis

	Original Sample	T Statistics	P Values
Strategic logistics management practices -> Damage containment	0.830	14.363	0.000
R^2=0.688			

The results of the study indicated a positive effect of strategic logistics management practices in containing damage, as the value of the path coefficient reached (0.830), and the calculated (T) value reached (14.363). The results also indicated that logistics management practices explained an amount of 68.8% of the variance in Stages of crisis management. Which means rejecting the null hypothesis and accepting the proof hypothesis, which states: There is a positive effect of strategic logistics management practices in containing damage.

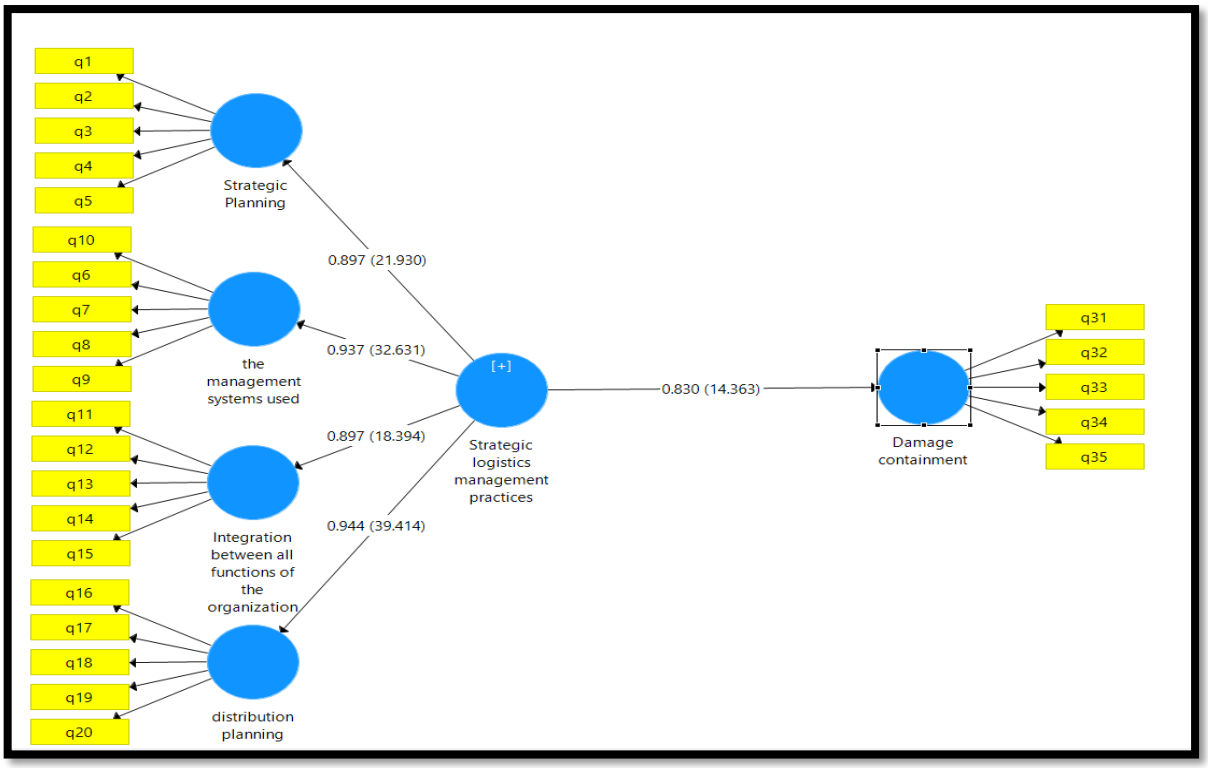

Figure (4): Results of testing the Fourth main hypothesis

Table (7): Results of testing the Fifth main hypothesis

	Original Sample	**T Statistics**	**P Values**
Strategic logistics management practices -> Restore activity	0.757	7.659	0.000
R^2=0.573			

The results of the study indicated a positive effect of strategic logistics management practices in restoring activity, as the value of the path coefficient reached (0.757), and the calculated (T) value reached (7.659). The results also indicated that logistics management practices explained an amount of 57.3% of the variance in Restore activity. Which means rejecting the null hypothesis and accepting the proof hypothesis which states: There is a positive effect of strategic logistics management practices in restoring activity.

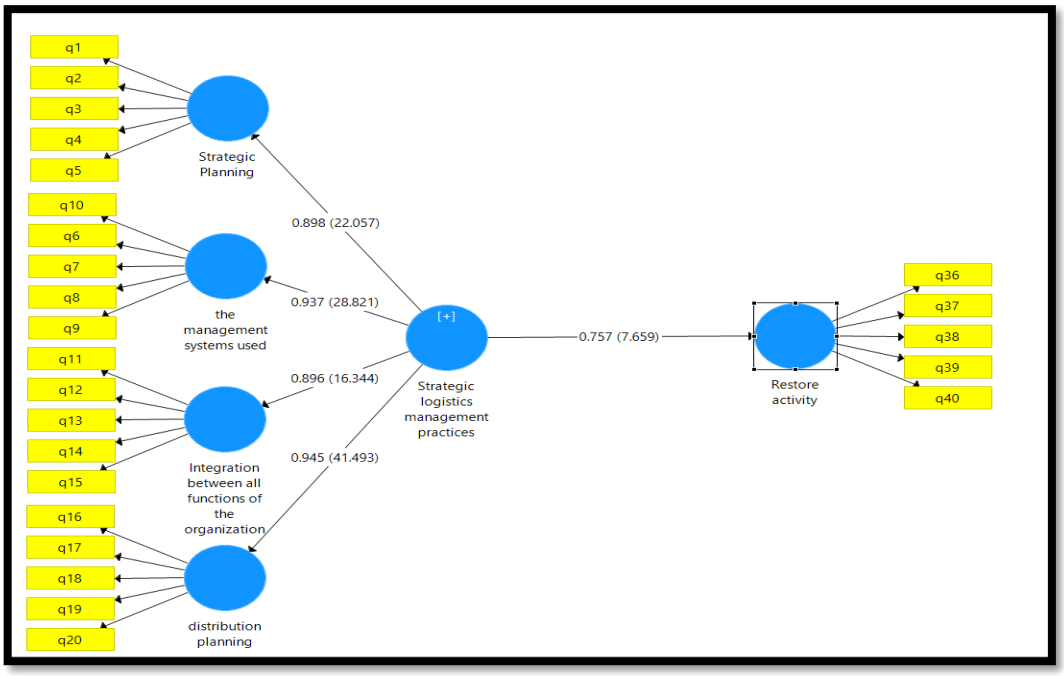

Figure (5): Results of testing the Fifth main hypothesis

Table (8): Results of testing the Sixth main hypothesis

	Original Sample	T Statistics	P Values
Strategic logistics management practices -> Learning	0.944	43.314	0.000
R^2=0.891			

The results of the study indicated a positive effect of strategic logistics management practices on learning, as the value of the path coefficient reached (0.891), and the calculated (T) value reached (43.314). The results also indicated that logistics management practices explained an amount of 89.1% of the variance in learning. . Which means rejecting the null hypothesis and accepting the proof hypothesis which states: There is a positive effect of strategic logistics management practices on learning.

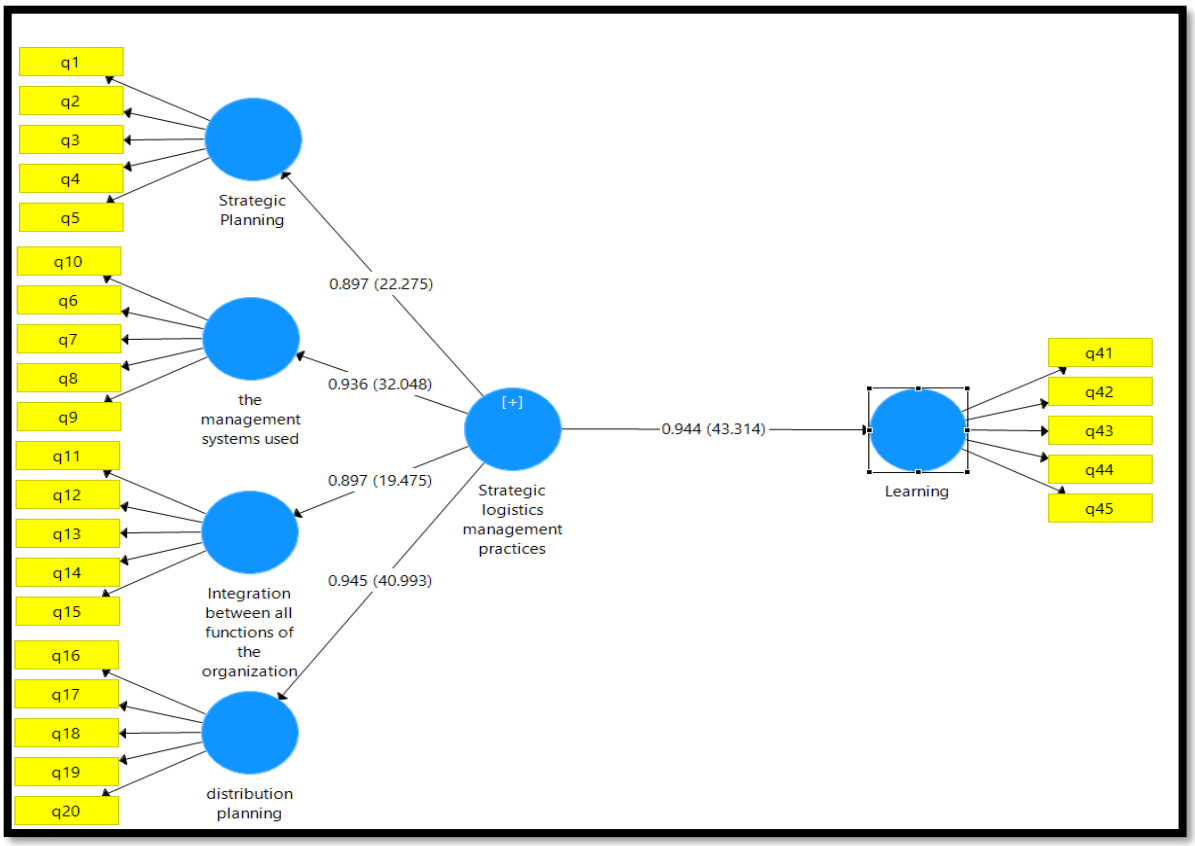

Figure (6): Results of testing the Sixth main hypothesis

Discussion of results

Studies have shown that strategic logistics management plays a vital role in improving the response of companies and organizations to crises. When there is a well-thought-out logistics strategy in place, a company can effectively deal with potential crises better.

Strategic logistics management helps to optimize the storage of crisis materials and ensure the availability of necessary supplies in case of emergencies. It also helps identify potential risks and make plans to deal with them in advance, minimizing the impact of crises on the company's operations.

In addition, strategic logistics management helps improve the coordination of work between different departments and entities within the company, which increases the efficiency of its response to crises and facilitates quick decision-making.

Overall, it can be said that strategic logistics management plays a vital role in enhancing a company's ability to adapt to difficult circumstances and crises, and minimize their impact on the company's performance and continuity in the market.

Consequently, it becomes easier for companies that adopt strategic logistics management to be more flexible and prepared to face unexpected challenges. This enhances the company's reputation and the trust of customers and business partners.

Moreover, strategic logistics management can reduce crisis costs and minimize potential losses, as it helps to achieve cost savings and improve the efficiency of operations. Therefore, it can be said that strategic logistics management contributes significantly to enhancing the ability of companies to adapt to difficult conditions and crises, and improve their readiness and response to unexpected situations.

Consequently, companies that adopt strategic logistics management have a greater ability to innovate and evolve, as they can use crises as an opportunity to improve their operations and enhance their competitiveness in the market. This can ultimately lead to a sustainable competitive advantage for the company.
In addition, strategic logistics management promotes communication and coordination between companies and their business partners, making it easier to collaborate and deal with crises jointly and effectively.
In short, strategic logistics management is a vital element in building a company's ability to adapt and respond to crises, and enhancing its ability to innovate and evolve in a changing business environment.

Recommendations

Based on the findings that indicate a positive impact of strategic logistics management on the crisis management phases, we can recommend that companies should adopt an integrated and well-organized logistics strategy. This strategy should be based on a thorough analysis of the logistics chain and an assessment of the potential needs and challenges that the company may face during a crisis.
In addition, companies must develop mechanisms and procedures to deal with emergency situations effectively and quickly, and ensure that clear and specific backup plans are in place to address potential crises. There should also be effective and coordinated communication processes within the company and with business partners to ensure information exchange and quick and effective decision-making.
Strategic logistics management can build a company's ability to deal with crises more effectively and efficiently, and minimize their negative impact on the company's operations and performance. As such, companies can achieve a sustainable competitive advantage and maintain stability in a volatile business environment.
Companies should invest in developing and optimizing their strategic logistics management, ensuring it is integrated with crisis strategies and contingency plans. They should also direct their efforts towards building strong partnerships with business partners and enhancing communication and coordination with them to achieve effective collaboration in the face of crises.
In short, the integration of strategic logistics management with crisis management is a crucial step to ensure the sustainability of companies and their success in dealing with the various challenges they may face in the daily business environment. Ultimately, companies must be ready to adapt and continuously update their logistics strategies according to new developments and challenges they may face, in order to enhance their ability to adapt and respond to crises effectively and efficiently.

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