

Re-Evaluating Third-Party Logistics Partnerships in the Era of Digital Transformation and Sustainability: Evidence from Indian Enterprises

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Abstract: *This study re-examines the dynamics of third-party logistics (3PL) partnerships in the era of digital transformation and sustainability within the Indian context. Drawing upon earlier data collected from fifteen firms, this paper explores how 3PL provider selection, evaluation, and relationship management practices have evolved amidst technological disruption, environmental imperatives, and post-pandemic supply chain resilience. The findings indicate that factors influencing 3PL partnerships customer satisfaction, expansion flexibility, and cost impacts remain relevant, but are now mediated by digitalization, ESG (Environmental, Social, Governance) metrics, and AI-driven logistics intelligence. The study concludes that collaborative, data-enabled, and sustainable partnerships are essential for achieving operational excellence and resilience in modern logistics ecosystems.*

Keywords: Third-Party Logistics (3PL), Digital Transformation, Sustainability, Supply Chain, Relationship Management, ESG, India

