**Title:** The Drivers of Customer Demand in the Third Party Logistics Industry

**Description:** One of the big ideas in the delivery and logistics industry is that future profitability and viability is dependent upon an ability to fulfil customer needs rather than sell products. Further, history has shown that transactional data alone is insufficient to generate the insight required to fulfil customer needs. To be successful, companies need to understand the preferences of individuals behind the transaction.

**Outcomes:** Over 40 interview transcripts have been collected from five countries (Australia, Japan, China, Korea, Hong Kong and Singapore). The purpose of this project is to train the successful student to use software such as Leximancer or NVivo to statistically interpret the data in the transcripts. The subsequent analysis will be used as the basis for high quality publications in international conferences and journals.

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