

The Logistics Industry Creates New Opportunities For Tech Talent

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BY DR SUNIL SINGH



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Although the logistics and supply chain industry is regarded as a critical clog in the wheel of the economy, it is still counted as one of the least preferred career options for ambitious and tech-skilled employment seekers. However, things are changing, and the talent attractiveness of the \$215 billion logistics and supply chain industry is set to get a face-lift. With the new wave of digital transformation, conventional roles are slowly becoming redundant, thus opening up exciting and rewarding career opportunities for young tech talents.

With the emergence of e-commerce and time-sensitive hyper-local deliveries, demand is surging for tech-skilled talents in the industry. Yet other factors that have contributed to this include the introduction of artificial intelligence (AI) and machine learning (ML) to automate everyday tasks and the adoption of data-driven decision-making for cost efficiency and process optimization. The business-driven demand for superior traceability and predictability has made developing and maintaining a high level of digital fitness a prerequisite for all growth-focused logistics and supply chain companies.

As a part of Industry 4.0, capturing data from the physical world and digitally transforming those data into actionable insights and eventually making the physical systems agile and flexible with those actionable insights has become an integral part of the operational dynamics of the logistics business. The industry needs accomplished tech specialists, data analysts, and data scientists to keep that physical-digital-physical loop running. With legacy ERP moving to the cloud for decentralizing data storage and accessibility, there will also be increased demand for bolt-on application developers and cloud computing experts.

According to a recent report, the logistics sector will generate as many as three million jobs by 2022 and 120,000 incremental jobs precisely in the warehousing segment. The segment is expected to grow 13.57 percent by 2024. Needless to say, skilled tech talents will take up a significant share of those positions.

And what's encouraging to note is that there is no shortage of tech talents in India. According to NASSCOM's India's Tech Industry Talent: Demand-Supply Analysis



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February 2022 report, India has a tech talent demand-supply gap of 21.1 percent, which is the lowest among global tech leaders such as the US, China, UK, Japan, Canada, and Australia. The report also reveals that of the total 3.8 million working tech professionals in India, 1.3 million are digital tech talent and the remaining 2.5 million are core tech talent. The logistics and supply chain industry needs to leverage the tech-talent pool of India to chart the growth path. The success of the ongoing digital transformation in the sector mainly hinges on the industry’s tech talent-centricity.

As the industry is consistently scaling the digital maturity curve, data and analytics will become even more critical drivers for growth. The emerging reality demands urgent measures to elevate predictability, route, and capacity planning to the next level of dynamism.

For that, the logistics and supply chain companies must play a proactive role in attracting skilled tech talents and retaining them by demonstrating ample opportunities for career progression and learning and development. These talents will eventually emerge as the brand ambassadors for their companies and the industry as a whole to build a stronger employee-friendly image. Their impact on building operational efficiency and talent attractiveness of the industry is undisputed. 

About the Author

Dr Sunil Singh is te CHRO at Stellar Value Chain Solutions. He brings with him a rich experience of 23+ years. Dr Singh has worked for Organisations like Reliance Industries Ltd., Punj Lloyd Ltd. Hinduja Group India Ltd. Sasken Communication Technologies Ltd. He has done PG Diploma in Personnel Management from Xavier Institute Of Social Service & Doctorate in Human Resources (OB & HRM) from IIM Bangalore.