

The Value of Information in Transportation and Logistics

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Information is used in planning and execution of transportation and logistics, and it usually helps to improve decisions. This is well recognized in the academic literature and the associated performance improvements are quantified as value of information. The presentation will focus on two topics on value of information, while navigating between experiences from applied research projects with practitioners, and mathematical explorations.

The first topic explores how information services can be offered at different quality levels to support containerized multimodal transport. How these services synergize and compete with physical logistics services, and how LLM may help to create new information services, will be considered.

The second topic concerns the network effect, where information services become more valuable when there are more users. In the case when users are businesses, the structure of the business network informs the network effect. How the structure of business networks and the behaviour of business users on platforms come into play, will be considered.