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23 August 2011

LETTER OF INTRODUCTION

PROJECT TITLE: THE INFLUENCE OF SUPPLY CHAIN PARTNERS ON PORT CHOICE PREFERENCE

Dear <Name of Contact Person>

Your organization is invited to participate in a study being conducted by The University of Sydney which aims to look at how supply chain integration attributes affect the port choices of different supply chain partners and how the choice of one partner influences the choice of port from the point of view of other players.

Despite the fact that port choice preferences of a supply chain partner influences the port choice preferences of other players in supply chains, there is a lack of research on relationships between port choice preferences of different players. This study has benefits for both port authorities as well as different supply chain players (shippers, shipping lines, inland transport providers and other supply chain services providers) around Australia. The outcome of the study will be an integrative framework which will inform the decision making of port authorities and improve the understanding of supply chain players about how their port choices influence the port choices of their partners.

The study will involve face-to-face interviews with participants. The interviews will be taped with the express permission of the interviewees. Interviews will be transcribed and emailed to participants for their feedback.

During interviews, participants from different companies in a supply chain (shipping lines, shippers, inland transport providers, other supply chain service providers) will be asked questions in relation to their port choices and the influence of supply chain partners on their choices. There is no risk involved for participants as participation in the study is completely voluntary and participants will not be requested to reveal any sensitive information.

Each participant will be given a consent form to sign prior to the commencement of an interview and the interview can be stopped at any time if the participant wishes not to continue and the audio recording will be erased. Moreover, neither participants nor their organizations will be identified in any publications based on this study.

Further details are available in the attached Participant Information Sheet. You are requested to forward this Letter of Introduction and the Participant Information Sheet to



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interested colleagues for their consideration when you inform them about this study. If you have any further questions, please do not hesitate to discuss these with the researcher, **Mr. Dennis Dongyang Sun**, during your preliminary meeting with him. You may also reach him via email (dsun5604@uni.sydney.edu.au). If you would like to know more at any stage, please feel free to contact **Dr Ada Suk Fung Ng** by sending email to suk.ng@sydney.edu.au or calling her at +61 2 9351 0095.

Please note that participation in this study is entirely voluntary. You or your colleagues are under no obligation to participate.

A handwritten signature in black ink, appearing to read 'Ada Suk Fung Ng'.

Ada Suk Fung Ng
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Institute of Transport and Logistics Studies
The University of Sydney