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AI-Enabled Trucking Operations for Sustainable Logistics – Industry Best Practices in Driver Assistance, Route Optimization, Fuel Efficiency and Predictive Maintenance

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Abstract:

The presence of Artificial Intelligence (AI) is felt in every sector, and the trucking sector is no exception. AI's influence pervades nearly every aspect of trucking, from pre-trip planning to post-delivery analysis, leading to significant improvements in efficacy, safety, sustainability, and even the nature of work for the drivers. Thus, the trucking sector, a backbone of global supply chains, is undergoing a profound transformation driven by Artificial Intelligence (AI). This descriptive paper synthesizes evidence from existing literature and analyzes the best practices adopted by leading organisations, including Ashok Leyland, DHL, Uber Freight, and Daimler Truck AG. The findings reveal that AI-driven technologies contribute significantly to operational excellence, cost reduction, environmental sustainability, and supply chain resilience. The paper proposes an integrated framework linking AI applications with sustainable logistics outcomes and highlights managerial implications for organizations seeking to accelerate digital transformation.

Keywords: Artificail Intelligence; Trucking sector; Route planning; Driver assistance; fuel efficiency; Predictive maintenance;

Introduction

The global trucking industry, which constitutes one of the most important pillars of global trade and supply chain networks, is a significant sector responsible for a large share of freight transportation, projected to reach $2.38 trillion in market value in 2025 and $4.41 trillion by 2032. This growth is driven by factors such as the rise of e-commerce and the need for efficient last-mile delivery. The movement of goods across countries and regions depends heavily on road transportation, making trucking indispensable to economic development and commercial activity.

However, challenges exist, including rising operational costs, fuel price volatility, and the need to address driver shortages and ensure sustainable practices. Recently, the pandemic and supply chain disruptions have made it difficult for trucking companies to predict demand proactively. To handle these challenges, logistics firms are employing Artificial Intelligence (AI) to transform their logistics operations, making them ready to face any contingencies.

Marketsandmarkets, a research firm, in its report "Artificial Intelligence in Transportation Market by Machine Learning (Deep Learning, Computer Vision, Context Awareness, NLP), Application (Semi & Full-Autonomous, HMI, Platooning), Offering (Hardware, Software), Process, and Region - Global Forecast to 2030" states that "The global AI market for the transportation industry is expected to grow at CAGR of 17.87 percent between 2017 and 2030, from $1.2 billion in 2017 to $10.3 billion by 2030".

In India, technology adoption remains a key challenge in the trucking sector, which is valued at $153.9 billion in 2025, and is expected to grow at a CAGR of 8.95% till 2030 (Mordor Intelligence, 2025).

AI-based technologies are increasingly being deployed across various logistics functions, including route optimization, fleet monitoring, predictive maintenance, and driver assistance systems. AI algorithms, such as machine learning and deep learning, are stepping in to help analyze historical data, telematics, and external trends, bringing in an accuracy of more than 95% in all logistics operations.

Previous studies have highlighted the benefits of AI in specific areas of logistics and transportation. Existing literature has examined route optimization, predictive maintenance, driver assistance systems, and fuel

management independently. However, relatively limited attention has been devoted to understanding how these technologies collectively contribute to sustainable logistics and resilient supply chains. Most studies focus on isolated applications without providing an integrated perspective on AI-enabled trucking operations.

The present study seeks to address this gap by examining the role of Artificial Intelligence in four crucial dimensions of trucking operations, namely driver assistance, route planning and optimization, fuel efficiency, and predictive maintenance. Drawing upon relevant literature and industry best practices adopted by leading organizations, the study develops an integrated perspective on the strategic contribution of AI to operational excellence and sustainability.

Review of Literature

Trucking is a major component of every economy. For instance, within the U.S., trucks move 70% of the goods, and the trucking sector employs over 9 million workers (Lund et al., 2022). India has the second-largest road network in the world, with a sprawling 6.671 million km of roads as of November 2023. It forms the backbone of the Indian logistics sector, responsible for 46% of logistics activities as of Fiscal 2024. This dominance has been a gradual evolution, with road freight overtaking rail as the primary mode of transportation since the 1950s (Agarwal, 2024).

The trucking industry, long associated with the strong force of engines and the smell of diesel, traditional operational methods, and time-consuming decision processes (Agupugo, 2023), is undergoing a profound transformation. The rapid advancement of digitalisation, artificial intelligence (AI), and data analytics is reshaping truck operations, fleet management, and logistics optimisation (Javaid et al., 2022; Sanders et al., 2019). The integration of AI into logistics has shifted the focus from reactive management to predictive and proactive operations. AI-powered systems facilitate demand forecasting, fleet management, inventory control, warehouse automation, and transportation optimization.

The increasing complexity of supply chains and growing sustainability concerns have further accelerated the adoption of AI technologies. Modern logistics systems are expected not only to deliver goods efficiently but also to reduce environmental impact and improve resilience. Consequently, AI has emerged as a strategic resource that enables organizations to achieve multiple objectives, including cost reduction, customer satisfaction, sustainability, and operational excellence.

Route planning and optimization constitute critical activities in transportation and logistics management. Route optimization is the process of identifying the most efficient path for transportation in order to minimize costs, time and resources (Qadir et al., 2021). Artificial Intelligence has introduced dynamic route optimization capabilities that enable organizations to respond to changing traffic conditions, weather patterns, delivery windows, and road constraints. AI analyses a huge amount of data in a quick time (Kaul & Khurana, 2022), thus creating a dynamic approach to route optimization where delivery paths are adjusted depending on traffic, weather and vehicle conditions. This leads to a reduction in fuel consumption and delivery times, thereby increasing overall efficiency Agupugo et al., 2022). AI algorithms continuously analyze real-time and historical data to identify optimal routes and minimize transportation inefficiencies.

Fuel consumption represents one of the largest operating expenses in transportation and logistics. More so for transport companies, which often operate diverse vehicle fleets (Hoff et al., 2010). Rising fuel prices and increasing environmental regulations have compelled organizations to seek innovative approaches for reducing fuel usage and minimizing carbon emissions. According to the International Energy Agency (IEA), transportation accounted for approximately 24 per cent of direct carbon dioxide emissions from fuel combustion in 2021, with road transport contributing the majority of these emissions. Such concerns have increased the importance of adopting technologies that support environmentally responsible logistics practices.

Vehicle maintenance is an essential component of fleet management and directly influences operational reliability and service quality. Conventional maintenance approaches are generally reactive in nature and often lead to unexpected breakdowns, increased downtime, and higher maintenance costs. Predictive maintenance in the fleet is of high importance to prevent the downtime of a vehicle, which could lead to huge losses. Predictive

Maintenance (PdM) allows the use of historical data, statistical inference methods, and machine learning techniques for the early detection of failure (Carvalho et al., 2019). The increasing availability of sensors, telematics, and Internet of Things (IoT) technologies has further accelerated the adoption of predictive maintenance systems.

A common theme associated with vehicle accidents is human error. Estimates commonly list human error as the cause of 90-94 per cent of all vehicle accidents (Litman, 2018). Widespread use of current technology, such as lane departure and crash avoidance systems, has the potential to reduce the number of accidents caused by human error by 80%.

Research Gap

Existing literature demonstrates that Artificial Intelligence has brought significant advancements in logistics and transportation through applications such as driver assistance systems, route optimization, fuel management, and predictive maintenance. Most previous studies have examined these applications independently and have primarily focused on specific operational outcomes such as cost reduction, safety enhancement, or maintenance efficiency.

There remains a need to synthesize evidence from leading organizations and develop a holistic framework linking AI applications with operational excellence, environmental sustainability, and resilient supply chains.

Accordingly, the present study seeks to bridge this gap by examining four critical dimensions of AI-enabled trucking operations—driver assistance, route optimization, fuel efficiency, and predictive maintenance—and by analyzing best practices adopted by leading organizations. The study proposes an integrated framework that demonstrates how AI technologies serve as strategic enablers of sustainable logistics and supply chain resilience.

Objectives:

This paper aims to

- Analyse the role of AI-enabled technology in crucial trucking operations
- Highlight the best practices in the trucking sector in employing AI
- Develop an integrated framework linking AI applications with sustainable logistics outcomes.
- Provide managerial insights to the logistics organizations using AI to build resilient and sustainable supply chains

Methodology

The present study adopts a descriptive and exploratory research design to examine the role of Artificial Intelligence (AI) in enhancing the sustainability and efficiency of trucking operations. This paper presents a review of relevant literature, case studies, and a comprehensive analysis of the strategies and initiatives implemented by select trucking companies recognized for their best practices.

Secondary data was collected from multiple sources, like peer-reviewed journal articles, industry reports, company publications, white papers, government reports, and press releases. Academic literature was reviewed to understand the theoretical foundations and recent developments in AI applications in logistics and transportation. In addition, reports published by international organizations such as the International Energy Agency (IEA) and the Environmental Protection Agency (EPA) were referred to obtain insights into environmental and functional challenges confronting the transportation sector.

Information relating to organizational practices was obtained from publicly available documents and official publications of leading companies operating in the logistics and trucking industry.

Four organizations were selected to illustrate the practical applications of Artificial Intelligence in trucking operations. These organizations were chosen using purposive sampling because of their recognized leadership in digital transformation and AI adoption.

Table: Organizations referred

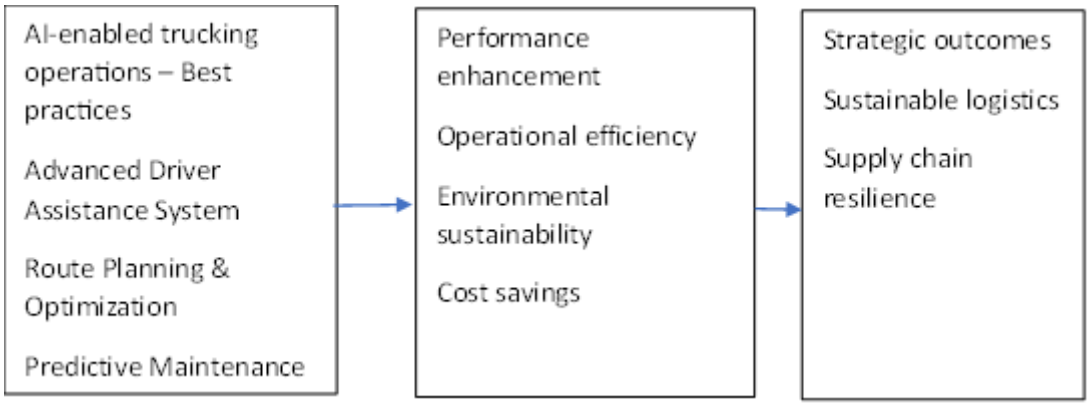
Organization	Logistics Function
Ashok Leyland	Advanced Driver Assistance Systems
DHL	Route Planning and Optimization
Uber Freight	Fuel Efficiency and Empty Mile Reduction
Daimler Truck AG and Uptake	Predictive Maintenance

Source: Collated by the researcher

Framework Discussed

The paper attempts to detail the role of AI in four crucial areas of trucking, namely, driver assistance, route planning, fuel efficiency, and predictive maintenance and the relevant best practices thereof.

Fig. 1: Framework for AI-Enabled Trucking Operations



Source: Framework proposed by the researcher

Based on the review of literature and analysis of industry practices, a conceptual framework was developed to explain how AI applications in trucking operations contribute to performance enhancement through improvements in operational efficiency, environmental sustainability, cost savings, safety, and fleet reliability. These performance improvements ultimately result in strategic outcomes such as sustainable logistics, supply chain resilience, competitive advantage, and long-term profitability.

The study combines theoretical insights with industry best practices to provide a framework that can guide logistics organizations in their digital transformation and sustainability initiatives.

Discussion of the Framework

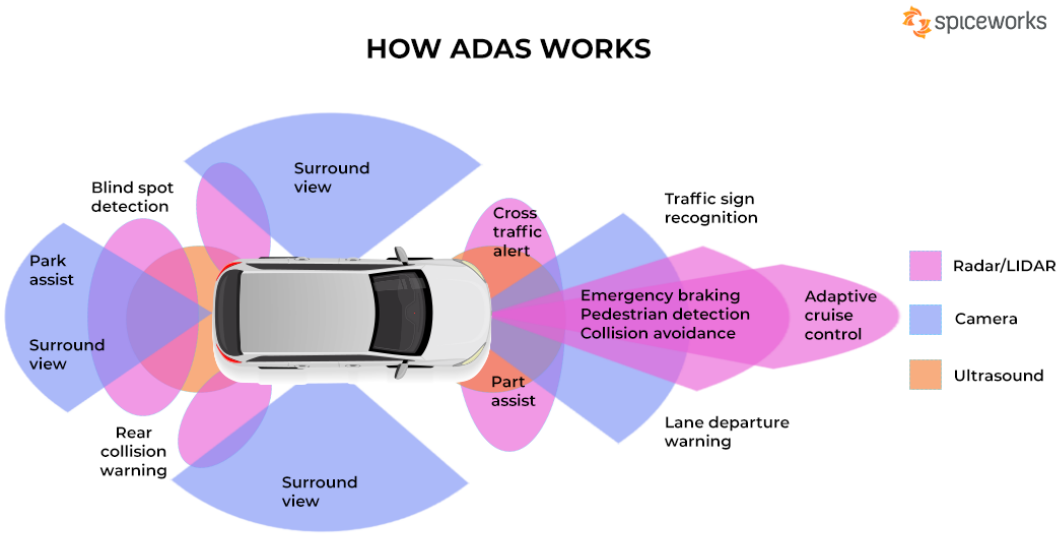
AI-enabled trucking operations – Best practices

Advanced Driver Assistance Systems [ADAS]

ADAS, short for Advanced Driver Assistance System/s, use sensors and cameras to monitor a vehicle's surroundings and provide assistance in various driving tasks like route navigation and parking, ultimately enhancing safety and driving comfort. These systems help drivers better react to danger on the road and partially automate the driving task

Indian truck industry faces challenges like unpredictable road conditions, variable lane widths, poor road markings, erratic driving behavior, and chaotic traffic. Recognizing these unique and challenging driving conditions ADAS are increasingly being adapted by trucking companies.

Fig. 2: Advanced Driver Assistance System



Source: https://www.spiceworks.com

Benefits of technology come with a price. The following are the pros and cons of ADAS.

Fig. 3: Pros and Cons of ADAS

(i) Improved safety and security of vehicle drivers

(ii) Lessened driver exhaistion from fatigue

(iii) Enhanced fuel efficiency

(iv) Possile averting of accidnets and other collisions

(v) Parking support and driving ease

(i) High initial cost for setting up

(ii) Excessive reliance on technology which might malfunction

(iii) Dependence on weather conditions

(iv) Privacy concerns

(v) Lack of standardization

Source: Collated by the author

Ashok Leyland of the Hinduja group is the 2nd largest manufacturer of commercial vehicles in India, the 4th largest manufacturer of buses in the world, and the 19th largest manufacturer of trucks. Pioneer in many products and innovative features, the firm is integrating Advanced Driver Assist Systems (ADAS) into its commercial vehicles to enhance safety and reduce accidents. The firm emphasizes the need for context-specific ADAS

solutions with features like safety alerts, hill start assist, and 360-degree views, enhancing driver safety and efficiency. Here are a few features:

Lane Departure Warning System (LDWS): Alerts the driver if the vehicle unintentionally drifts out of its lane. This is particularly crucial for long-haul commercial vehicles where driver fatigue can be a factor.

Collision Mitigation System (CMS) / Automated Emergency Braking (AEB): Helps to prevent or reduce the severity of rear-end collisions by detecting obstacles in the vehicle's path and, if the driver doesn't react in time, applying the brakes automatically.

Driver Monitoring System (DMS) / Driver Drowsiness Detection: Uses sensors to track the driver's head and eye movements, and steering patterns to detect signs of fatigue or distraction. It then alerts the driver to prevent accidents.

Adaptive Cruise Control (ACC): Automatically adjusts the vehicle's speed to maintain a safe following distance from the vehicle ahead.

Electronic Stability Control (ESC): Enhances vehicle stability by detecting and reducing loss of traction, helping to prevent rollovers and skidding.

Rear Parking Sensors/Buzzer: Alerts drivers to obstacles when reversing, reducing the risk of accidents in tight spaces

Ashok Leyland has partnered with Aidrivers, a global specialist in AI-enabled autonomous solutions, for the development of AI-enabled autonomous vehicles for the port industry. In March 2024, the firm formed a strategic alliance with Minus Zero, an Indian autonomous driving technology startup (The Economic Times. (2024, March 19). This partnership aims to revolutionize commercial trucking and accelerate autonomous driving in India and at global level. The company management signed a multipronged partnership agreement with Japan-based Nidec Motor Corporation to develop novel e-drive motors and systems that will cater to the specific needs of India's commercial vehicle industry, ensuring advanced and efficient electric mobility solutions (Press release, Ashok Leyland, October 3, 2024).

Dr. K. Subramanian, Senior VP of Product Development at Ashok Leyland, has highlighted the following focal points for ADAS to enhance its utility in India:

Eco Mode (EM): Optimizing vehicle performance for fuel efficiency and emission reduction.

Traffic Congestion Assistance (TCA): Managing speed in traffic and promoting safe following distances.

Curve Assist (CA): Providing steering support for safe navigation through curves.

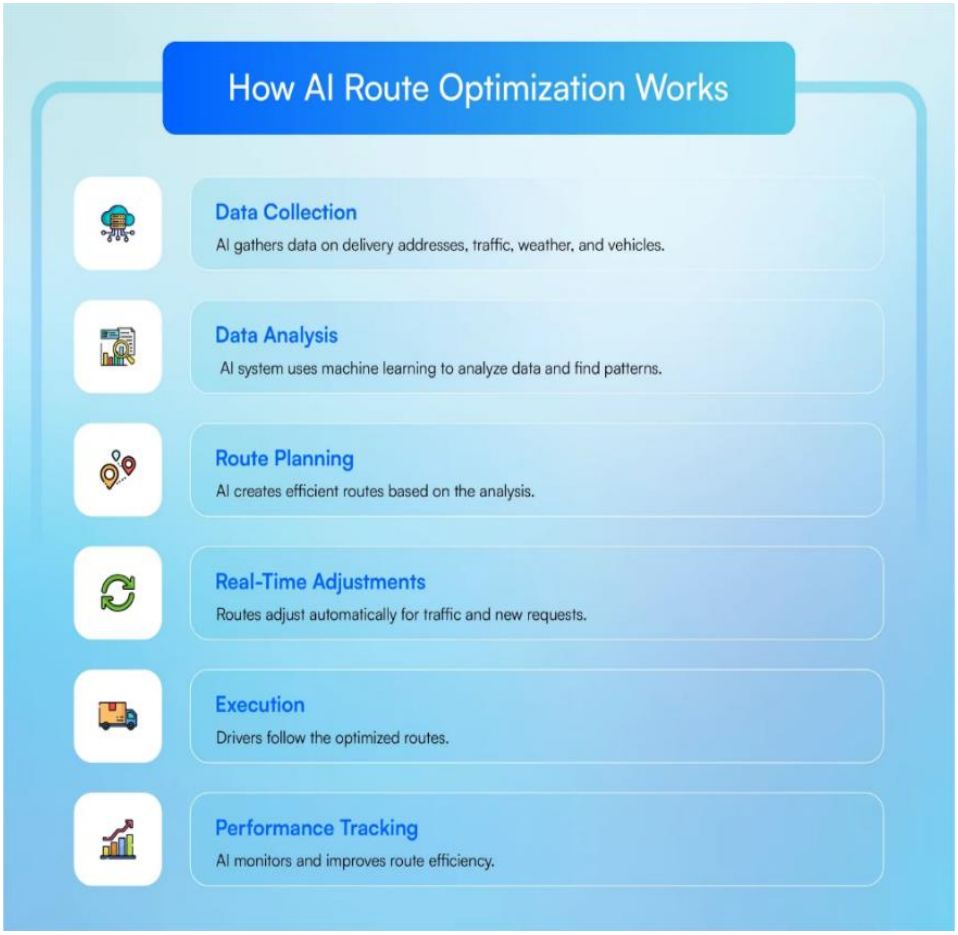
Worst Damage Road Information (WDRI): Offering information on road conditions.

Ashok Leyland is making significant strides in equipping its commercial vehicles with ADAS, driven by safety concerns, regulatory pushes, and a commitment to innovation, while also adapting these technologies to the unique challenges of the Indian driving environment.

Route Planning and Optimization

In the trucking business, finding the most efficient paths for transporting goods subject to the traffic, road conditions, and delivery windows is at the crux of ‘route planning’ and ‘optimization’ aim to minimize costs, improve delivery times, and enhance overall operational efficiency.

Fig. 4: Route Optimization using AI



Source: https://www.upperinc.com

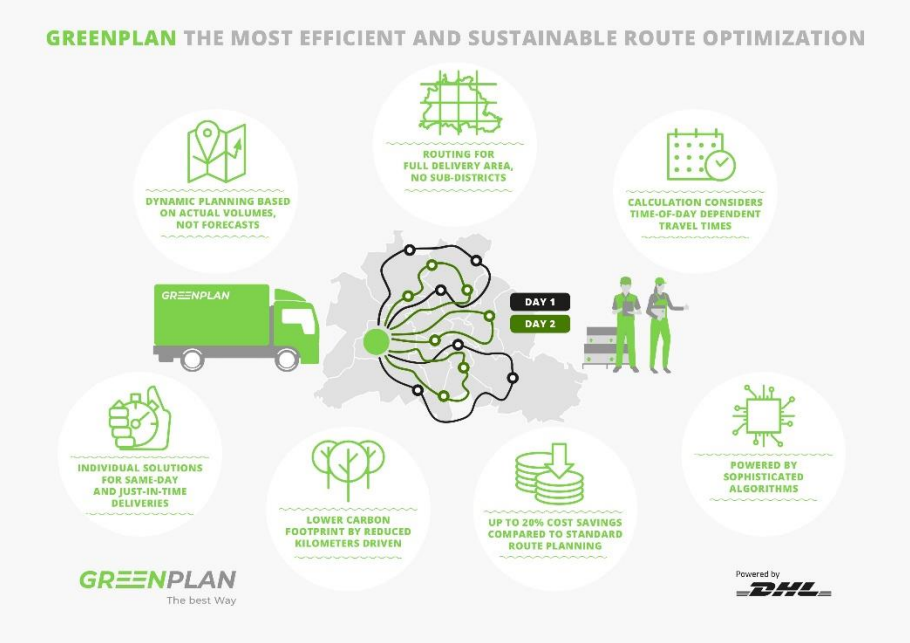
AI-powered route planning algorithms consider real-time traffic data, weather conditions, and other variables to optimize truck routes. By analyzing historical and current data, AI systems can identify the most efficient routes, reducing travel time and fuel consumption. These intelligent systems can adapt to dynamic situations, providing drivers with real-time updates and alternative routes to avoid traffic congestion or road closures. Intelligent route planning and optimization not only improve efficiency but also enhance customer satisfaction by ensuring timely deliveries.

However, certain challenges come in the way of using AI for route optimization. The cost and complexity in establishing and executing AI based route planning systems can be a huge challenge for the firms. Effective implementation is subject to technological knowhow of firms. Inadequate availability of data which may have accuracy concerns, combined with contingencies like route closures and varying weather conditions lead to suboptimal route plans.

DHL is a leading multinational logistics company, founded in the United States and headquartered in Bonn, Germany. It provides courier, package delivery, and express mail service. DHL India is a major player in the logistics and supply chain industry, offering a wide range of services including express delivery, freight forwarding, and contract logistics. The company aims to be the first choice for customers, employees and investors. DHL's innovation strategy focuses on improving logistics and supply chains through the use of new technologies and collaborative partnerships.

In this regard, DHL utilizes Greenplan (a SaaS for tour planning) to optimize last-mile delivery routes, road-freight operations, and field services. Greenplan focuses on dynamic routes, speed profiles, and optimal start times to reduce travel distance, time, and thus carbon footprint.

Fig. 5: DHL's Greenplan



Source: https://lot.dhl.com

Greenplan calculates routes according to historic traffic information available at the street-level, enabling customers to save up to 20 per cent costs compared to standard route optimization solutions and to lower their carbon footprint accordingly, simply by reducing kilometres driven. The algorithm considers targeted addresses as well as individual delivery time windows, time-of-day-dependent, street-specific travel times, and finds the optimal starting time of delivery tours. This increases the predictability for customers. The solution also supports contingency planning in case of incomplete data availability and considers system-relevant variables such as different loading types or adherence to regulations (Press release, DHL, Jun 25, 2020)

Fuel efficiency

According to the International Energy Agency (IEA), transport accounted for about 24% of direct CO2 emissions from fuel combustion in 2021. Within this, road vehicles – including trucks used in logistics – were responsible for nearly three-quarters of transport CO2 emissions. These statistics underscore the urgent need for more fuel-efficient practices in logistics. Even small improvements in fuel efficiency can lead to significant reductions in carbon emissions when implemented across large fleets and global supply chains. This is where AI and digital technologies come into play, offering sophisticated solutions to optimize fuel use and reduce environmental impact.

Advanced AI algorithms analyse various factors such as load weight, road conditions, and driving behaviour to optimize fuel consumption. The Environmental Protection Agency (EPA) has found that frequent, aggressive driving can significantly reduce fuel economy. Data on speed, acceleration, braking, and idling provide valuable insights into fuel usage. Therefore, tracking these behaviours and introducing personalized driver coaching is necessary at the end of the day. Trucking companies can develop practical training and recognition programs to encourage fuel-efficient practices by monitoring driver behaviour and identifying optimal driving conditions. Sharing this data directly with drivers helps them understand the impact of their actions on fuel consumption and track their progress over time.

Uber Freight LLC is a subsidiary of Uber Technologies Inc. Founded in 2017, it is a distinct business entity focused on logistics and supply chain management. The Uber Freight app allows carriers to find and book loads, manage their business, track shipments, and receive payments. Essentially, it operates as an online marketplace for trucking services.

In keeping with its objective to simplify logistics and streamline the movement of goods by digitizing the supply chain, the company has deployed AI-powered solutions that significantly boost fuel efficiency, especially by minimizing “empty miles” through smarter logistics. With Uber Freight, truckers and trucking companies are the users and they can use it to line up different loads so their trucks aren't running empty for more than a few hundred miles a day (Villano, 2025).

Cutting empty trips leads to 10–15% fuel savings, lowering both emissions and operational costs. Uber Freight uses AI at several levels—from real-time load optimization and multi-leg trip planning to customer service automation and autonomous trucks—all working in concert to reduce empty-haul waste, lower fuel use, cut emissions, and boost carrier earnings.

Predictive maintenance

AI-driven predictive maintenance is transforming fleet management by optimizing vehicle maintenance schedules. By analyzing historical data and detecting patterns, AI algorithms can predict potential maintenance issues before they escalate into major breakdowns. This proactive approach enables companies to schedule maintenance and repairs at convenient times, minimizing downtime and improving fleet availability. Predictive maintenance not only enhances operational efficiency but also prolongs the lifespan of vehicles, reducing overall maintenance costs.

Daimler Truck AG is the world's largest commercial vehicle manufacturer, with over 35 main locations worldwide and approximately 100,000 employees. Daimler Truck North America (DTNA) is a subsidiary of Daimler Truck AG and is known for brands like Freightliner Trucks, Western Star Trucks, and Thomas Built Buses. DTNA is involved in developing electric solutions for heavy and medium-duty trucks and in pioneering automated driving technologies. Uptake is an AI-based predictive analytics company that enables businesses to arrive at data-driven decisions.

DTNA, in partnership with Uptake, can predict vehicle failures down to the component level, enabling more precise and effective maintenance planning. Uptake's data-driven insights, powered by DaaS (Data-as-a-Service) from DTNA, help fleets reduce downtime and maintenance costs by predicting potential vehicle failures and optimizing maintenance schedules. The expanded Work Order Analytics capability in Uptake Fleet enables more detailed and accurate maintenance decision-making. Uptake Fleet also supports a variety of sensor analytics endpoints that fleets can leverage to optimise maintenance scheduling and minimise breakdowns.

Performance Enhancement

The experiences of leading organizations demonstrate that Artificial Intelligence can significantly enhance organizational performance through improvements in operational efficiency, environmental sustainability, and cost savings.

Operational Efficiency

Industry best practices reveal that AI-driven technologies improve operational efficiency by enabling real-time decision making, optimizing resource utilization, and enhancing asset productivity. For instance, DHL's Greenplan solution and Uber Freight's load optimization platform demonstrate that intelligent algorithms can minimize travel distances, reduce empty miles, and improve delivery reliability. Similarly, predictive maintenance systems employed by Daimler Truck AG facilitate proactive maintenance scheduling, thereby minimizing downtime and improving fleet availability. These examples suggest that organizations should view AI not merely as an automation tool but as a strategic capability that enhances overall logistics performance.

Environmental Sustainability

The experiences of DHL and Uber Freight illustrate the potential of AI to support environmentally sustainable logistics operations. Route optimization and intelligent freight matching reduce unnecessary vehicle movement and fuel consumption, thereby lowering greenhouse gas emissions. In addition, AI-enabled monitoring of driving behaviour encourages fuel-efficient practices and responsible resource utilization. These practices demonstrate that sustainability and operational performance are not mutually exclusive; rather, AI enables organizations to

simultaneously pursue economic and environmental objectives. Consequently, logistics firms should integrate AI initiatives with their sustainability and Environmental, Social, and Governance (ESG) strategies.

Cost Savings

Industry leaders have demonstrated that AI technologies generate substantial cost savings by improving operational visibility and reducing inefficiencies. DHL's AI-based route planning reduces transportation costs through optimized routing, while Uber Freight minimizes fuel expenditure by reducing empty-haul trips. Likewise, predictive maintenance solutions implemented by Daimler Truck AG help avoid costly breakdowns and extend vehicle life cycles. These examples indicate that investments in AI should be viewed as long-term strategic investments capable of delivering measurable financial benefits through lower operating expenses, enhanced asset utilization, and improved productivity.

Overall, the industry best practices examined in this study highlight that AI-enabled capabilities can create synergistic benefits by simultaneously improving operational efficiency, promoting environmental sustainability, and reducing costs. These performance enhancements ultimately contribute to the development of resilient and sustainable logistics systems capable of delivering long-term competitive advantage.

Strategic Outcomes

The performance enhancements derived from AI-enabled trucking operations ultimately translate into strategic outcomes that extend beyond immediate operational gains. Artificial Intelligence contributes to the development of sustainable logistics systems and strengthens supply chain resilience. The analysis of industry best practices suggests that organizations adopting AI technologies derive strategic benefits that extend beyond operational improvements. The experiences of DHL, Uber Freight, Ashok Leyland, and Daimler Truck AG indicate that AI-enabled capabilities support the creation of sustainable logistics ecosystems and enhance the resilience of supply chains. These findings underscore the importance of viewing AI investments as long-term strategic initiatives capable of delivering enduring competitive advantages through improved adaptability, sustainability, and operational continuity

Sustainable Logistics

AI-enabled technologies facilitate optimal utilization of resources, reduce fuel consumption, and minimize carbon emissions through intelligent route planning, predictive maintenance, and fuel-efficient driving practices. By reducing empty miles and preventing unnecessary vehicle downtime, organizations can simultaneously achieve economic and environmental objectives. The experiences of industry leaders such as DHL and Uber Freight demonstrate that sustainability and profitability are complementary rather than conflicting goals. Consequently, AI serves as an important enabler of green logistics by helping organizations align their operations with sustainability objectives, environmental regulations, and corporate Environmental, Social, and Governance (ESG) initiatives. As pressure from governments, customers, and stakeholders for environmentally responsible operations continues to increase, AI-driven solutions are expected to play an increasingly important role in facilitating the transition toward sustainable logistics systems.

Supply Chain Resilience

Artificial Intelligence also contributes significantly to enhancing supply chain resilience by improving visibility, predictability, and responsiveness across logistics networks. AI-enabled route optimization systems help organizations respond effectively to traffic disruptions and changing delivery requirements, while predictive maintenance capabilities reduce the likelihood of unexpected vehicle failures and operational interruptions. Similarly, intelligent driver assistance systems enhance safety and reliability, thereby ensuring continuity of transportation activities. The ability to anticipate disruptions and make data-driven decisions enables organizations to maintain service levels even under uncertain conditions. Industry best practices indicate that organizations investing in AI technologies are better equipped to withstand uncertainties, recover from disruptions, and maintain operational continuity. Therefore, AI should be viewed not merely as a technological innovation but as a strategic capability that strengthens the resilience and long-term sustainability of supply chain networks.

Implications of the Study

Theoretically, this study adds to the existing literature on optimising logistics and supply chain functions by bringing together its four important pillars: driver assistance, route planning, fuel efficiency, and predictive maintenance under one framework. Evidence from the best practices of chief industry players has been integrated to bridge the gap between theory and actual usage of AI in logistics operations.

From a managerial perspective, this case-based descriptive study brings to light the economic and environmental benefits that will accrue from benchmarking the best practices of the industry leaders in four crucial aspects of logistics and supply chain management, namely driver assistance, route planning, fuel efficiency, and predictive maintenance. The paper outlines the road ahead for aspiring firms to achieve functional excellence, adhering to sustainability, environmental and cost concerns.

Conclusion

Sustainability development goals and environmental concerns have changed the macro environment of logistics firms. AI-driven solutions to transportation and logistics functions are the need of the hour in shaping their future. Firms that succeed in integrating AI into their logistics processes will benefit from the resulting optimization of route planning, fuel consumption, maintenance management and driver assistance. Cases of leading organizations like DHL, Uber Freight, and Daimler Truck AG indicate that AI is not a futuristic concept but very much a current strategic necessity. It is inevitable for the firms to adapt these technologies by working around the related challenges like data quality, security and implementation issues. On the whole, this study reaffirms that AI is a triggering force for organizations to build resilient logistics and supply chain networks.

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