



INDIVIDUAL ETHICAL ORIENTATION, ETHICAL SENSITIVITY AND PERFORMANCE OF THIRD PARTY LOGISTICS FIRMS IN UGANDA. CASE STUDY OF KAMPALA DISTRICT

ABSTRACT

The research study focused on establishing the relationship between individual ethical orientation, ethical sensitivity and performance of third party logistics firms in Kampala District. It was prompted by complaints of organisations on poor performance of third party logistics firms such as delays in service delivery, non- compliance and poor quality service. It was prompted by complaints of organisations on poor performance of third party logistics firms such as delays in service delivery, non- compliance and poor quality service. Conceptually, a framework was developed by the researcher from the available literature relating to individual ethical orientation, ethical sensitivity and performance of third party logistics firms. A cross sectional research design was used. Data was analyzed using Statistical Package for Social Scientists (SPSS) with focus on descriptive statistics, Pearson's correlation coefficient and regression analysis. Views about individual ethical orientation, ethical sensitivity and performance of third party logistics firms in Uganda were gathered from 85 third party logistics firms.

It was concluded that, there was an insignificant relationship between individual ethical orientation and performance of third party logistics firms and a strong positive relationship between ethical sensitivity and performance of third party firms which means that an individual's

ethical orientation has no influence on the performance of third party logistics firms. Considering the two predictors in this study, the results show that ethical sensitivity has a better contribution effect on performance of third party logistics firms though ethical sensitivity is affected by individual ethical orientation. It was recommended that third party logistics firms in Uganda and other stakeholders should promote ethical sensitivity among third party logistics firms as this is crucial in achieving higher performance. This can be achieved through improving moral awareness and moral identity through training and sensitizing the employees within the firms.