

## **Evaluating freight forwarders in the air cargo industry**

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### **Abstract**

Freight forwarders are of great importance in the air cargo industry. Although the cargo volume carrying by air transport constitutes 1% of all commodities by weight, it corresponds to 35% of the world trade by value. An annual growth rate of 4% is forecast for the air cargo market over the next 20 years. As the cargo revenue constitutes an important source for airline companies, the evaluation of freight forwarders is vital for airlines' success. This study employs Decision Making Trial and Evaluation Laboratory (DEMATEL) method in order to prioritize the determined criteria for evaluating freight forwarders from the point of view of an airline. The calculated importance weights are used in an illustrative problem where the ranking of freight forwarders are obtained by employing the Simple Additive Weighting (SAW) method.

**Keywords:** Air logistics, freight forwarder evaluation, DEMATEL, multiple criteria decision making.

**JEL Codes:** L93 Air Transportation, R4 Transportation Economics