

MSOM Lunch and Learn Webinar Series



UNIVERSITY OF
ARKANSAS

Thursday, April 19th at 12pm CST:

Improving the Truck Driver Job

Presented By: KERRY MELTON

Freight transportation has increased dramatically over the last 35 years as freight and shipment demand have expanded resulting in truck driver and equipment capacity issues and infrastructure problems. Freight transport tonnage in the U.S. is predominately truck transportation consisting of more than 70% of all freight distribution with a 25% growth expectation over the next 5 years. Within the trucking industry, over-the-road (OTR) truckload transportation consists of 50% of all truck tonnage shipped. Due to high OTR truckload demand, OTR driver capacity issues have plagued the truckload industry for years. Additionally, high OTR driver turnover and poor driver job retention have resulted because of strenuous driving job requirements, poor work conditions, and the unattractiveness of driving a truck. OTR drivers drive long distances, work long hours, and are home infrequently causing driver turnover and retention problems. As the U.S. economy grows, OTR driver turnover and shortages will continue to worsen causing idle equipment, poor customer service, large driver recruitment costs, etc. OTR driver turnover is consistently above 100%, while most industries have a turnover rate of 15% or less. Although the OTR driving job has been a major concern for years, there have been limited research efforts made to explore methods for making the truckload driving job more attractive. This presentation will present some modern methods that attempt to improve the OTR truckload driving job and reduce driver turnover.

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About the Presenter:

Dr. Kerry Melton earned his Ph.D. in Industrial Engineering and Management from Oklahoma State University in 2012, with a concentration in supply chain management and logistics. Since then, he's taught Operations Management, Transportation Strategies, Advanced Forecasting and Inventory Management, Engineering and Business Statistics, and Goods and Services at the undergraduate and graduate levels at the University of Arkansas. He's been teaching online since 2015, and joined the Arkansas faculty as an adjunct professor in 2013. He has industry experience working at J.B. Hunt Transport for 12 years and at Walmart for the last 5 years. He currently works for Walmart in the Logistics Home Office in Bentonville.

