

The Hong Kong Polytechnic University
Department of Logistics and Maritime Studies
Research Seminar

Essays on Sustainability Issues in Shipping and Transportation Management

by

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Venue: M104, Li Ka Shing Tower
The Hong Kong Polytechnic University

(Conducted in English)

Abstract:

The sustainability discourse has significantly gained in importance in the past decade, but this trend has not fully diffused to the entire transportation industry yet. The maritime transportation sector, and particularly the liner shipping industry, seem to be lagging behind in developing a holistic approach to sustainability, as recent research mostly focus on a single dimension of sustainability at a time.

This thesis aims to address these sustainability development issues in the industry with six independent but related essays. In a first study, we apply a citation network analytic approach to the current literature on sustainability in liner shipping operations to objectively assess its current status quo. In a second study, we apply content analysis to the sustainability communication of the ten biggest liner shipping companies to investigate the maturity and diffusion of the sustainability discourse in the industry. The third study, funded by the Ernst Mach Grant of the EPU Uninet, is scheduled between January and April 2017 and plans to assess the competitiveness and sustainability performance of inland liner shipping transportation in comparison to road and rail transportation with a multiple case study approach in Austria. The fourth study will apply big data analytics to explain how sustainability practice implementation diffuses within the industry, followed by the fifth study to empirically examine the postulated win-win effect of sustainability implementation on financial performance using the event study approach. The sixth study will wrap up our findings in a broader supply chain context by relating our findings to other important concepts in supply chain management. With the above studies, this thesis can hopefully enhance our understanding on the value of holistic sustainability development in shipping and transportation management with potential practical and policy insights.

Bio:

Markus Vejvar is a PhD student at the Department of Logistics and Maritime Studies of The Hong Kong Polytechnic University, focusing on sustainability issues in liner shipping operations. He received his BSc in Business and MSc in Supply Chain Management from the Vienna University of Economics and Business, where he also worked as a research assistant at the Institute for Transport and Logistics Management on related topics. He also gained experience in logistics and transport management in his employment as a sourcing analyst at A.T. Kearney.

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All are welcome!