

How can small-and medium sized ports become more digitalised?



Master Thesis by
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Who are we?



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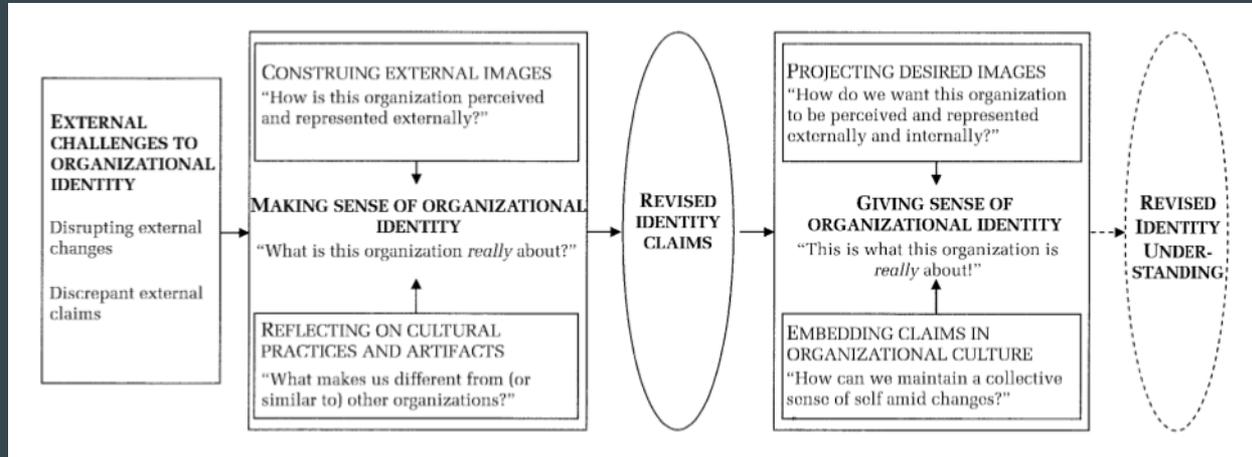
Background

- In general for industries
 - Digitalisation - New opportunities from advanced technologies
 - Strategizing in an unfamiliar domain
- For Maritime logistics and Port Industry
 - External Pressure to digital transform
 - Three 'waves' since 1960s
 - 1st - Paperless production
 - 2nd - Automated Procedures
 - 3rd - a rapid measure, assisting and controlling the port infrastructure from real-time data sources
- Establishing our thesis
 - NON-STOP
 - Identify challenges that SMPs are experiencing in becoming digitalised
 - Highlight the benefits of becoming digitalised
 - Find the resources and capabilities that are necessary to undergo such a transition

Preliminary Findings

- Digitisation vs. Digitalisation
- Socio-technical systems
- Strategising within uncertain futures and unfamiliar domains
- Changing an industry
- Tacit knowledge
- Changing identities

Theoretical Framework for the Analysis: Identity Change



Thank you for your time!

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