Part X
Innovations on Shipping Management and Marketing

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Description
Generally what applies to management theories its cut out for shipping as well—objectives are the same as in any other business. Management skills, tools, and disciplines are used where needed in shipping no matter what the terminology, staff titles, rules, or objectives are. It is realized that the ship is part of the total company organization and not to isolate it in order to be effective. Ship management is both shore-based and ship-board management related to the safe operation of the vessel on a daily basis to ensure compliance with regulations and customer’s needs in a cost-effective way. Shipping marketing or more precise marketing of shipping companies is quite active in modern times becoming a necessity in both the tramp and the liner markets. It focuses on the satisfaction of the customer’s needs (he can either be a charterer/shipper/consignee) by transporting the goods to their destination and earning a reward. This is done through a thorough investigation of the market so that the customer’s transport needs can be forecasted and at the same time all necessary means must be well-organized, planned, and controlled. A specialized symposium in the shipping sector hosted by the 5th International Conference on Strategic Innovative Marketing consists of a number of specialized papers focusing on the related fields of logistics, strategic shipping management, safety and environmental management, and marketing shipping services.