“Analysis of Carriers’ Routing Behavior on Seaport Performance: Investigation of First-in Port's Impact on Importer's Port Choice”

Biography:

Dr. Adams Steven is an Assistant Professor at the Isenberg School of Management, University of Massachusetts, Amherst. He joined the Operations and Information Management department at the Isenberg School in 2013. He has a research background in quality in supply chain management, product quality and safety, supply chain structure and performance, logistics service quality and performance, and seaport operations management. Dr. Steven earned his PhD from the University of Maryland, College Park, with an emphasis on supply chain strategy, product recalls, and firm performance. Prior to his endeavor into academia, he worked for Maersk SL (2003-2008), wherein he managed the operations and customer service departments, and planned and coordinated all vessel and terminal operations.

Abstract:

Carriers plan their routes or trade lanes and often multiple ports are included in each route. Such routes are valid for considerable time and seldom changes. For a discretionary market, that is a market not captured by a port because of geographic location, a first-in port obviously offers the fastest transit time. This would add to the attractiveness of a port. Beyond this obvious effect on transit time, it is possible that a port’s ranking in a route also impacts the port’s reliability. That is, the earlier ports may be more reliable in relation to ports at the bottom of the route for imports. In this study, we investigate the relationship between the first-in port choice by carriers on importers’ choice of ports. Further, we investigate possible moderating effects of cargo value and import frequency on this hypothesized relationship that puts any findings in context. Another motive of the paper is to examine carriers’ routing behavior. Specific factors that fall within port managers’ control are investigated for possible relationships with carriers’ routing behavior. Knowing cargo routers and factors that influence carriers’ routing behaviors would help port managers better target both sets of customers. Beyond port management, our study would be relevant to any triadic supply chain relationship.