THE IMPACT OF DIGITAL TRANSFORMATION ON GENDER DISPARITY IN MARITIME SHIPPING
TECHNOLOGY & MARITIME

FEMALE REPRESENTATION

- 25% in digital technology
- 5% in leadership positions
- 4% in commercial maritime
THE IMPACT OF DIGITAL TRANSFORMATION ON GENDER DISPARITY IN MARITIME SHIPPING
The Research Team

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DOES TECHNOLOGY PROVIDE MORE ROLES FOR WOMEN IN COMMERCIAL MARITIME?
ASSUMPTIONS

Digital technology creates new job opportunities.

Women should rise to the occasion to fill these roles.

Shoreside maritime is currently undergoing digital transformation.

HYPOTHESIS

In the maritime industry, increased adoption of Digital Transformation correlates with increased shoreside career advancement opportunities for women.
GENDER EQUALITY

DIGITAL TRANSFORMATION
MARITIME GENDER GAP

The differences between men’s and women’s representation and advancement in the maritime workplace.
GENDER DIVERSITY

11.5X
WOMEN NEEDED IN MARITIME

31%
POTENTIAL GDP GROWTH

...IS A MISSED OPPORTUNITY
DIGITAL TRANSFORMATION

The process of meaningful technology adoption within an organization, driven by a motivation to disrupt, improve, and modernize business practices in order to maintain a competitive advantage.
DIGITAL TRANSFORMATION

GENDER EQUALITY

SHORESIDE COMMERCIAL MARITIME
DIGITAL TRANSFORMATION DRIVES OPPORTUNITY

NEW ROLES
NEW TECHNOLOGY
INCREASED INVESTMENT
STRATEGIC REPRIORITIZATION
QUANTITATIVE SURVEY
44 RESPONDENTS

GENDER
- Male
- Female
- N/A

AGE
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74

COMPANY SIZE
- 1 - 10 Employees
- 11 - 50 Employees
- 51 - 250 Employees
- 251+ Employees
SUMMARY OF FINDINGS

1. MORE TECHNOLOGY, MORE ROLES CREATED
2. WOMEN ADVANCE WHEN TECHNOLOGY IS A STRATEGIC PRIORITY
3. TECHNOLOGY IS NOT A CURE-ALL
WHAT IS TECHNOLOGY?

Better Infrastructure

The Cloud

New Technology

Business Application

Roles

72%

70%

61%
More than half of respondents cited new business application roles created.
The Digital Transformation of shipping...will create a variety of highly-skilled roles which have nothing to do with the sea. That is a big opportunity for women to join maritime.

- KD Adamson, CEO, Futurenautics
CAREER ADVANCEMENT
WHEN
TECHNOLOGY IS A PRIORITY

DECISION-MAKING
MENTORSHIP
NO MISSED OPPORTUNITIES
ADVANCEMENT OPTIONS
WHEN TECHNOLOGY IS NOT A STRATEGIC PRIORITY

People turn to me when making important decisions

I have received mentorship

I have not missed out on advancement opportunities

I am happy with career advancement opportunities

DISAGREE  NEUTRAL  AGREE
WHEN TECHNOLOGY is A STRATEGIC PRIORITY

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DISAGREE  NEUTRAL  AGREE
TECHNOLOGY IS NOT A CURE-ALL
Many factors impact the presence of women at maritime organizations:

- Compensation
- Family Responsibilities
- Education
- Higher Standards for Women
- Opportunities for Advancement
- Toxic Work Environments
- Women are “not tough enough”
- No Roles for Women
WHEN TECHNOLOGY IS NOT A STRATEGIC PRIORITY

Compensation
Family Responsibilities
Education
Higher Standards for Women
Opportunities for Advancement
Toxic Work Environments
Women Are “Not Tough Enough”
No Roles for Women
WHEN TECHNOLOGY IS A STRATEGIC PRIORITY

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FEMALE REPRESENTATION INDICATORS

NOT A FACTOR
MINOR FACTOR
MAJOR FACTOR
TECHNOLOGY CAN HELP

BUT CLEARLY, MORE WORK NEEDS TO BE DONE.
I would say the playing field is equal, but many women maybe fear that they are not "tough" enough for roles like broker, chartering manager, etc.

- Aina Huseby, Business Application Manager at Western Bulk
FIGHT PRECONCEPTIONS

EMPOWER WOMEN

"Women need to know that they can do it; then they can take it."

- Tone Ekman, Senior Consultant, Veson Nautical
DOES TECHNOLOGY PROVIDE MORE ROLES FOR WOMEN IN COMMERCIAL MARITIME?

YES, BUT...
EMBRACE TECHNOLOGY

AS ONE PART OF A
MULTI-FACETED SOLUTION
Q & A