



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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AGENDA

INTRODUCTION & HYPOTHESIS

LITERATURE REVIEW

QUANTITATIVE & QUALITATIVE DATA

CONCLUSIONS & RECOMMENDATIONS



**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

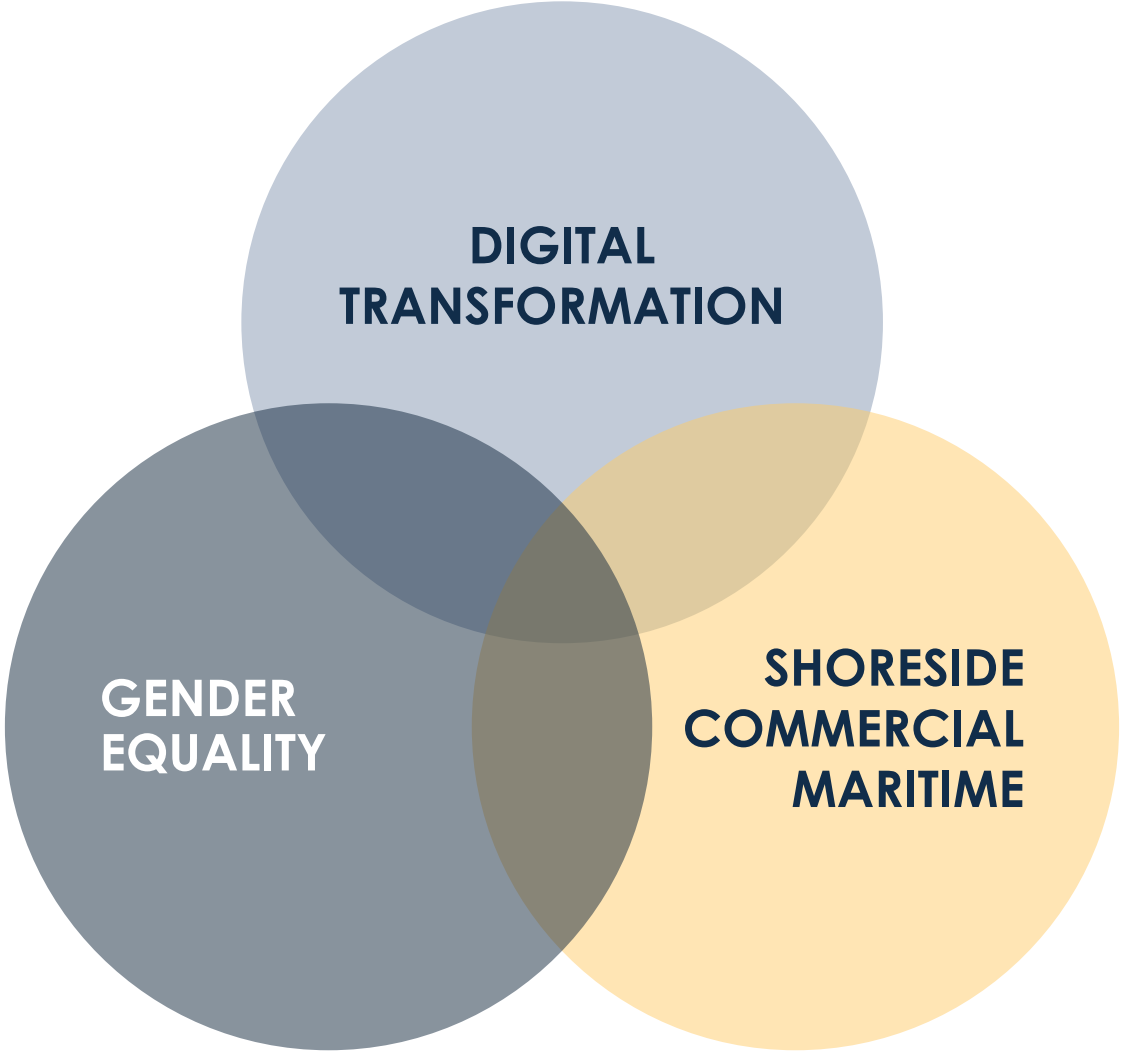
31%

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**



NEW ROLES

NEW TECHNOLOGY

INCREASED INVESTMENT

STRATEGIC REPRIORITIZATION

DIGITAL
TRANSFORMATION
DRIVES
OPPORTUNITY

QUANTITATIVE SURVEY

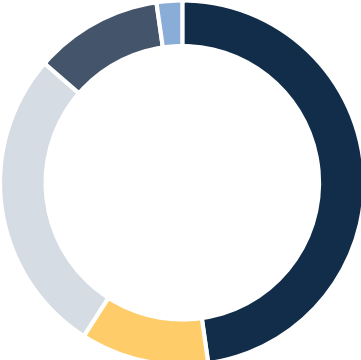
44 RESPONDENTS

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**

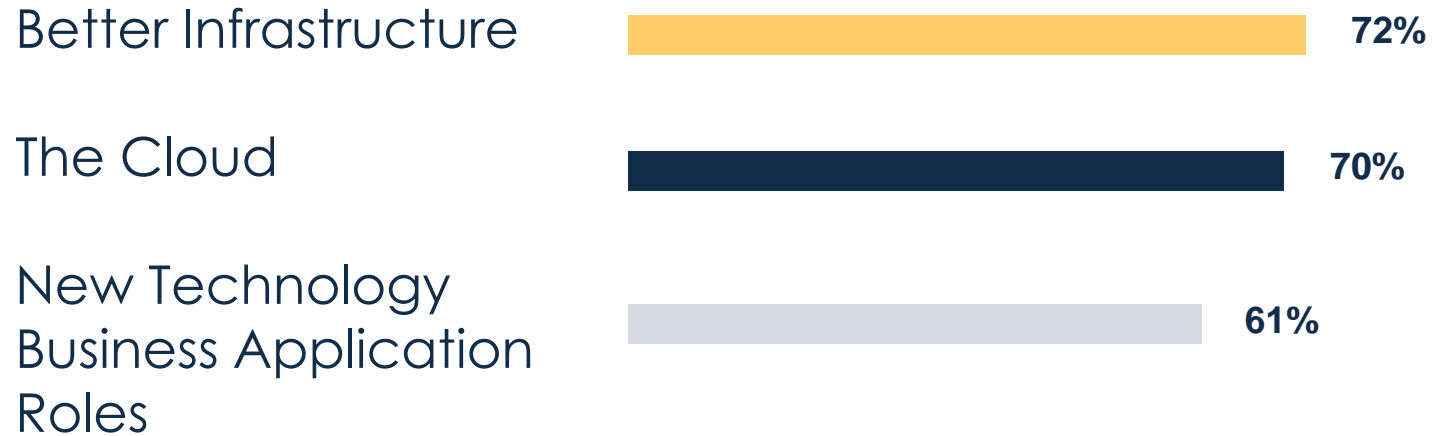
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**WOMEN ADVANCE
WHEN TECHNOLOGY IS
A STRATEGIC PRIORITY**

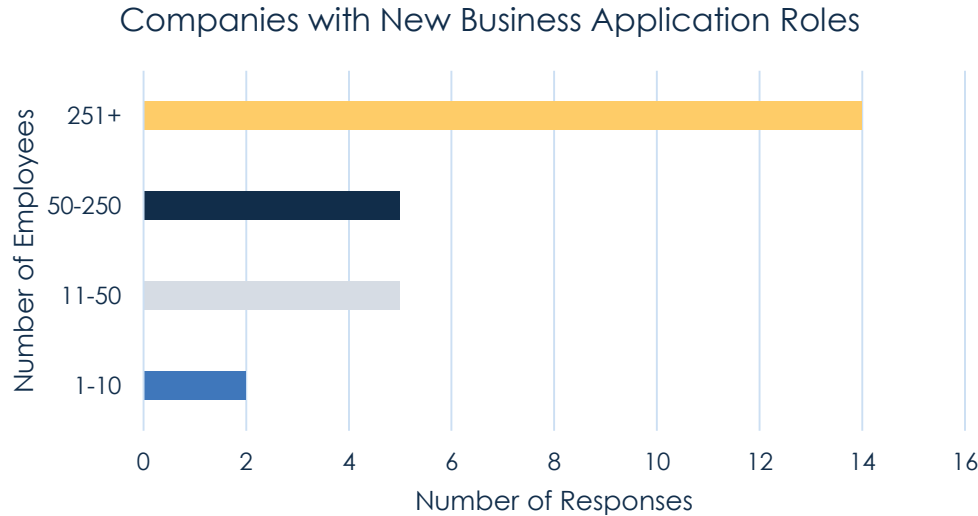
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**TECHNOLOGY IS NOT A
CURE-ALL**

WHAT IS TECHNOLOGY?



HAS TECHNOLOGY CREATED NEW ROLES?



60%

More than half of respondents cited new business application roles created

DIGITAL OPPORTUNITY FOR WOMEN IN MARITIME

“

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, Futureonautics

DECISION-MAKING

MENTORSHIP

NO MISSED OPPORTUNITIES

ADVANCEMENT OPTIONS

**CAREER
ADVANCEMENT
WHEN
TECHNOLOGY IS A
PRIORITY**

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

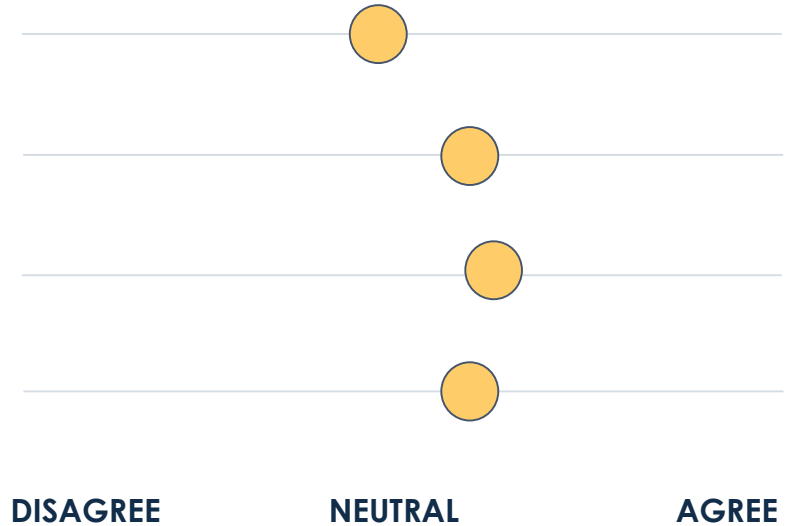
WHEN TECHNOLOGY IS A STRATEGIC PRIORITY

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**TECHNOLOGY
IS NOT A CURE-ALL**

COMPENSATION

FAMILY RESPONSIBILITIES

EDUCATION

HIGHER STANDARDS FOR WOMEN

OPPORTUNITIES FOR ADVANCEMENT

TOXIC WORK ENVIRONMENTS

WOMEN ARE “NOT TOUGH ENOUGH”

NO ROLES FOR WOMEN

MANY FACTORS

IMPACT THE PRESENCE OF WOMEN
AT MARITIME ORGANIZATIONS

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



NOT A
FACTOR

MINOR
FACTOR

MAJOR
FACTOR

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TECHNOLOGY CAN HELP

BUT CLEARLY, MORE WORK NEEDS TO BE DONE.

FIGHT PRECONCEPTIONS

“

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...

RECOMMENDATIONS

SCRUTINY

AWARENESS

EMPOWERMENT

EMBRACE TECHNOLOGY

**AS ONE PART OF A
MULTI-FACETED SOLUTION**



Q & A

