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Navigating Digitalization in the Maritime Industry: A paradox theory perspective

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Abstract

To address the increasing number of disruptions in maritime supply chains (MSC), stakeholders are developing capabilities, with digitalization being at the forefront. However, digitalization is a complex process especially since it may result in the emergence of paradoxes. While the potential of digitalization in MSCs has been widely discussed, there is a scarcity of research focused on management of paradoxes. This study adopts a paradox theory lens to first identify the paradoxes that emerge during the digitalization and then provide a roadmap for successfully navigating them. This study will contribute at the intersection of MSC, Industry 4.0, and paradox theory.

Conference Track

Operations, Logistics and Supply Chain Management