



Sustainability in Shipping and Logistics

Selected papers from
International Conference of Asian Shipping and Logistics
Theme: "Sustainability in Shipping and Logistics"
August 30-31, 2013

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The sixth International Conference of Asian Shipping and Logistics (ICASL 2013) took place at Kobe University, Japan from 30 to 31 August 2013. The ICASL is an annual event devoted to shipping and logistics studies. It aims to provide a platform for academics, researchers, policy makers, specialists, and practitioners working in ports, shipping, aviation transportation, and logistics. In 2013, the conference focused on sustainability in shipping and logistics.

This special issue contains recent sustainability-related research findings in the discipline of shipping and logistics. It addresses an important area of research, because sustainability is of increasing concern in shipping and logistics industries. In practice, sustainability in shipping and logistics involves a complex set of issues relating to social, environmental, and economic aspects. Five papers have been selected from ICASL 2013 in this special issue. A brief description of these papers follows.

The idea of exploring new shipping routes via the Arctic has been cherished since the twentieth century. Recently, global/regional climate warming has opened up a new route north of Russia, and the nature of international shipping will become very different. S.W. Lee and J. Song discuss the toll level required to achieve sustainable passage through the

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Northern Sea route. They combine the findings of a stated preference survey with a quantitative analysis. The study presents the sustainable toll level required to motivate the passage and at the same time reduce carbon dioxide emissions.

Sustainability is determined by economic, environmental, and social indicators, and employees' job satisfaction is one of the key indicators of social sustainability. C. L. Tsai reports the results of a questionnaire survey and analyse the relationship between organizational climate and employees' job satisfaction in the workplace of terminal operations. Organizational climate is a sub-set of organizational culture and is manifested in aspects such as communication, reward systems, and leadership style. The findings provide good guidance for job design in terminal workplaces.

Competition among ports is increasing. One challenge that ports are facing is how to promote their brands as equity. A solution is presented by T. Lee, G. T. Yeo, and V. N. Thai. They first conceptualize port brand equity and then determine the structural relationships between port brand equity and several dimensions. They find that tangibility and empathy are the key attributes of port brand equity.

Overseas expansion is a major decision for any firm, including Japanese logistics firms. N. Endo, T. Ozaki, and N. Ando use a Tobit model to provide a statistical prediction tool for foreign direct investment of a logistics firm. The model provides guidance for logistics firms regarding overseas investment. Effective management of investment can greatly enhance the competitive advantage of logistics firms.

The competition between air and sea transport modes is discussed by H. Murakami, Y. Matsuse, K. Mukaigawa, and Y. Tsunoda. Their analysis of air and sea modes is formulated in the form of simultaneous equations. In the framework of product life cycle, they find that air cargo is at a developing stage but that sea cargo is at a mature stage. Such understanding provides practical insights for logistics services providers with respect to sustainability planning.

Overall, this collection of papers addresses shipping and logistics sustainability through the management of routing, employees, branding, ownership, and mode competition. The papers represent some of the latest findings that will help to develop a more sustainable industry. It is anticipated that this issue will stimulate more research in the area of shipping and logistics sustainability.

Acknowledgements

As Guest Editor, I thank the contributors who submitted their papers and those who acted as reviewers for this special issue. Special thanks go to Dr. Hyuk-soo Cho, Managing Editor, and the entire team for excellent support throughout the preparation of this special issue. I express my deep appreciation and gratitude to the many scholars involved for their valuable time and effort in reviewing the manuscripts and providing constructive comments.

Acknowledgements to Reviewers

Woo-Chul Ahn	Stephen Cahoon	Hyuk-Soo Cho
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