

Strategy of Vitalization for Female Maritime Officers

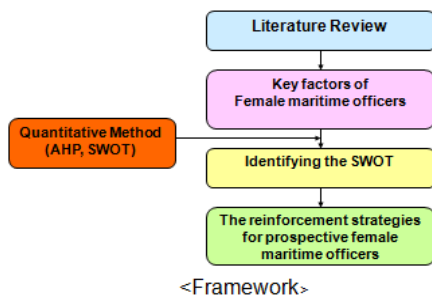
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ABSTRACT : Women represent only 1 and 2 percent of the 1.25million maritime officers in the world. Despite the slight increase of female maritime officers, there are few studies concerning them indicating that there has been insufficient progress especially on merchant ships. This study refers to the data from carried out 173 female students in Korea Maritime University and suggests the strategy of vitalization for female maritime officers using AHP and SWOT analysis.

KEY WORDS : Female maritime officers, AHP model, SWOT analysis, Strategy of vitalization

1. Introduction



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2. Literature Review

* History of graduates from maritime university

Year	Korea Maritime University			Mokpo Maritime University		
	Officer	Engineer	Total	Officer	Engineer	Total
1995	1	0	1			
1996	4	1	5	17	7	24
1997	5	1	6	10	3	13
1998	14	2	16	16	6	22
1999	17	6	23	23	3	26
2000	27	6	33	34	7	41
2001	38	11	49	37	14	51
2002	36	12	48	22	16	38
2003	17	3	20	17	14	31
2004	10	11	21	17	14	31
2005	13	7	20	21	19	40
2006	15	15	30	15	15	30
2007	12	18	30	17	14	31
2008	27	23	50	21	22	43
2009	22	23	45	17	17	34
2010	28	28	56	15	20	35
2011	29	29	58	23	18	41
2012	34	29	63	22	18	40
2013	23	25	48	20	23	43
합계	372	250	622	364	250	614

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3. Methodology(AHP)

** AHP ?

Analytic Hierarchy Process : calculating the weights of tangible and intangible criteria for ranking the priority of developing the strategy and overcoming the weakness.

- 1) Decomposing
- 2) Weighing
- 3) Evaluating
- 4) Selecting

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2. Literature Review

- 1) The Status of the Research for female maritime officers
- 2) History of female maritime officers
- 3) The status of female maritime officers
 - Prospective female maritime officers in Korea
 - Present female maritime officers onboard in Korea
 - Women having onboard experience

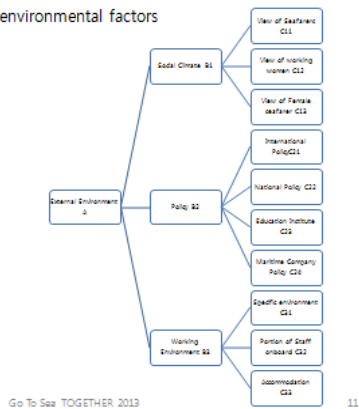
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3-1. The strategic external environmental analysis

a. Evaluation model of External environmental factors



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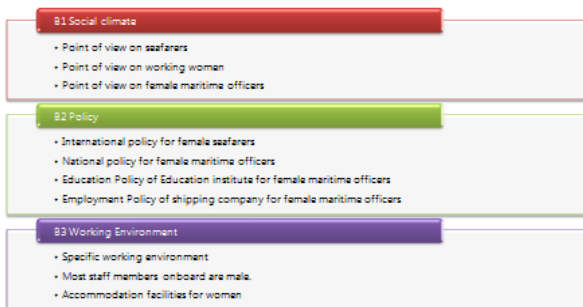
3-1. The strategic external environmental analysis

Objective	importance score	compositive weight	Absolute value<0.1 debar
C11 View of seafarer	3	0.06	x
C12 <u>View of working women</u>	3	0.13	Opportunity
C13 <u>View of female seafarer</u>	-5	-0.72	Threat
C21 international policy	3	0.05	x
C22 <u>National policy</u>	-5	-0.16	Threat
C23 education institute	1	0.01	x
C24 <u>Shipping company</u>	-5	-0.22	Threat
C31 <u>Specific environment</u>	-5	-0.98	Threat
C32 portion of staff onboard	1	0.10	x
C33 <u>Accommodation facility</u>	-3	-1.18	Threat

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3-1. The strategic external environmental analysis

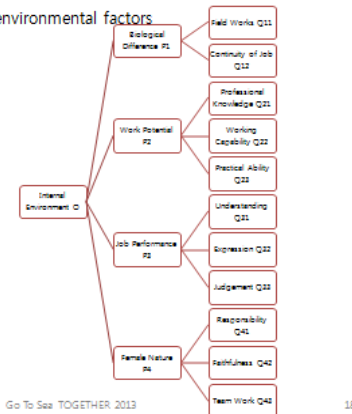


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3-2. The strategic internal environmental analysis

a. Evaluation model of internal environmental factors



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3-1. The strategic external environmental analysis

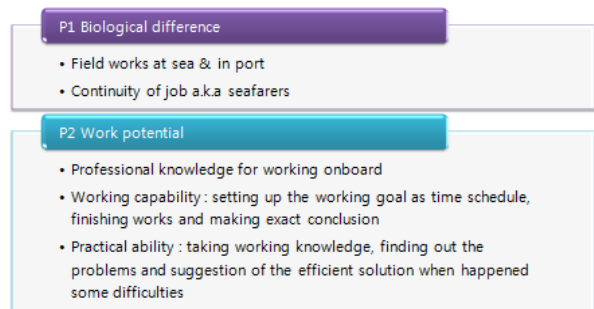
* The relative weight of A as compared with C

Objective	Objective	relative weight	Objective	The relative weight	The relative weight of Bi as compared with Ci
A	B1	0.211	C11	0.102	0.022
			C12	0.211	0.045
			C13	0.686	0.145
	B2	0.102	C21	0.150	0.015
			C22	0.309	0.032
			C23	0.106	0.011
			C24	0.435	0.044
	B3	0.686	C31	0.286	0.196
			C32	0.140	0.096
C33			0.574	0.394	

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3. The strategic internal environmental analysis



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3-2. The strategic internal environmental analysis

P3 Job performance

- Understanding : figuring out the specific situation of problems and understanding master's orders
- Expression : expression logically, in detail and understanding listeners(master or staffs) in writing & speaking
- Judgement : figuring out policies or orders & making proper decisions

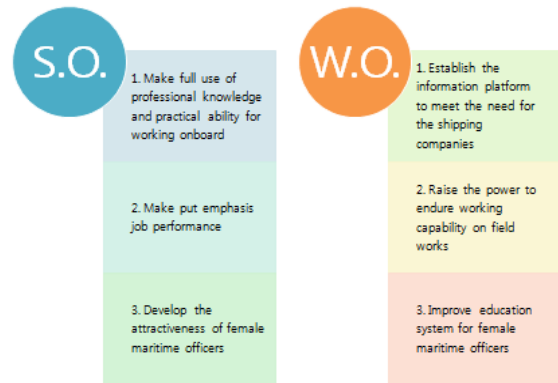
P4 Female nature

- Responsibility : understanding their role, no shifting their responsibility to others and trying to finish their working perfectly
- Faithfulness : following the rules, working faithfully & no delay the deadlines
- Teamwork : cooperation with staff members and solidarity with them

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4. SWOT analysis of the strategy combination



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3-2. The strategic internal environmental analysis

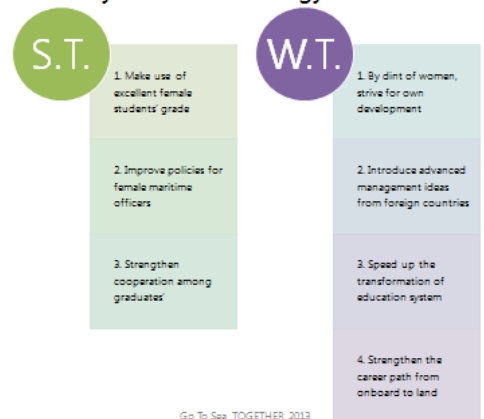
•The relative weight of O as compared with Q

Objective	objective	The relative weight	Objective	The relative weight	The relative weight of P as compared with Qj
O	P1	0.056	O11	0.167	0.009
			O12	0.833	0.047
			O21	0.115	0.029
	P2	0.248	O22	0.480	0.119
			O23	0.405	0.100
			O31	0.211	0.116
	P3	0.552	O32	0.102	0.056
			O33	0.686	0.379
			O41	0.500	0.072
	P4	0.143	O42	0.250	0.036
			O43	0.250	0.036

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4. SWOT analysis of the strategy combination



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3-2. The strategic internal environmental analysis

Objective	importance score	compositive weight	Absolute value<0.1 debar	
Q11	Field works	-1	-0.01	x
Q12	Continuity of job	-5	-0.23	Weakness
Q21	Professional knowledge	5	0.14	Strength
Q22	Working capability	-5	-0.60	Weakness
Q23	Practical ability	3	0.30	Strength
Q31	Understanding	3	0.35	Strength
Q32	Expression	3	0.17	Strength
Q33	Judgement	5	1.89	Strength
Q41	Responsibility	0	0.00	x
Q42	Faithfulness	0	0.00	x
Q43	Team work	0	0.00	x

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5. Conclusion

- 1) Strengthen female maritime officers' superior aspects
- 2) Make **attractiveness the job** "maritime officers"
- 3) Improving the **maritime education system**
- 4) Strengthen **the career path** for female maritime officers
- 5) Speed up the responding to changes

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