Strategy of Vitalization for Female Maritime Officers

† Woolee JEONG
† Researcher of Research Institute of Maritime Industry

ABSTRACT: Women represent only 1 and 2 percent of the 1.25 million 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

2. Literature Review

2.1 History of graduates from maritime university

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

† 교신저자 종신회원 wooryj@hhu.ac.kr
3-1. The strategic external environmental analysis

- Objective 1
  - Industry demand
  
- Objective 2
  - Resource availability
  - Location

3-2. The strategic internal environmental analysis

- Objective 3
  - Employee satisfaction
  - Customer satisfaction

3. The strategic internal environmental analysis

- P1: Biological difference
  - Field works at sea & in port
- P2: Work potential
  - Professional knowledge for working onboard
  - Working capability setting up the working goal as time schedule, finishing works and making exact conclusion
  - Practical ability: taking working knowledge, finding out the problems and suggestion of the efficient solution when happened some difficulties
3.2. The strategic internal environmental analysis

- Female nature
  - Understanding: 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

- Relative weight of O as compared with Q:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Importance score</th>
<th>Comparative weight</th>
<th>Absolute weight of Q1 for Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. SWOT analysis of the strategy combination

- S.O.
  1. Make full use of professional knowledge and practical ability for working abroad
  2. Make proper emphasis job performance
  3. Develop the attractiveness of female maritime officers

- W.O.
  1. Establish the information platform to meet the need for the shipping companies
  2. Raise the power to endure working capability on field work
  3. Improve education system for female maritime officers

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