

## عنوان مقاله:

A Survey of Effective Factors on Efficiency of Container Transportation at Khorramshahr Port for Moving Toward Resistive Economy

## محل انتشار:

هجدهمین همایش صنایع دریایی (سال: 1395)

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## نویسندگان:

Payam Daryaei - *M.Sc. of marine transportation, Manager of Khorramshahr container terminal*

Shiva Shakeri - *M.Sc. of maritime transportation, Operational part of Khorramshahr container terminal*

## خلاصه مقاله:

With expansion of using containers for movements of cargoes, container terminals, known as a competition advantage for every port. This research surveys strengths, weaknesses, opportunities and threats of Khorramshahr container terminal and finally proposed proper strategies based on internal and external factors evaluation and SWOT matrix for moving toward resistive economy. In order to calculating the weight of identified factors, distributed 33 questionnaires between marine experts at Khorramshahr port and customs for using in AHP method. The results show that, position of container operation of Khorramshahr port is Survival, which is equal with W-O strategies in SWOT Matrix. By considering Survival position have been suggest these strategies for moving toward resistive economy: Improvement of port facilities and concentration and penetration into potential markets, Improving organize of terminal by Research and development strategies and Cooperation of private sector in port operation for holding and enhancing position of this port

## کلمات کلیدی:

Container transportation, Khorramshahr port, Opportunities, Threats, Strengths, Weaknesses

## لینک ثابت مقاله در پایگاه سیویلیکا:

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