



NEW TRENDS IN MANAGING PERFORMANCE IN TRANSPORT ENTERPRISES

SARTZETAKI MARIA

ASSISTANT PROFESSOR, DEMOCRITUS UNIVERSITY OF THRACE, DEPT OF ECONOMICS

CORPORATE RISK MANAGEMENT SYSTEM

- Business Continuity Management
Corporate risk management.
- The target is
 - to identify those systems and services that affect critical operations and
 - invest in the establishment of the necessary mechanisms to achieve a maximum degree of resilience and
 - the ability to cope with adverse and extraordinary circumstances.

development of contingency plans in order to deal with any type of disruption and minimise or counteract such negative effects,
preparation of recovery plans to restore/resume essential functions, processes and resources to normal operations,
engagement of necessary resources to secure continuity of those systems/services within predefined agreed timeframes, and
development of the required procedures and work instructions summarising the actions above.

BUSINESS CONTINUITY MANAGEMENT

Development of contingency plans in order to deal with any type of disruption and minimise or counteract such negative effects,

Preparation of recovery plans to restore/resume essential functions, processes and resources to normal operations,

Engagement of necessary resources to secure continuity of those systems/services within predefined agreed timeframes, and

Development of the required procedures

CORPORATE PERFORMANCE MANAGEMENT AND STAKEHOLDERS ENGAGEMENT

- Corporate performance management
 - engages stakeholders in a balanced and respectful manner,
 - includes their requirements and expectations in developing and implementing its strategy. Management establishes mechanisms to elicit stakeholders' feedback, to which the Management evaluates and actively responds.
- Corporates performance measure success heavily relies on its cooperation with its stakeholders

TRENDS AFFECTING PORT ENTERPRISES

Globalization and
Global Supply Chain
Management

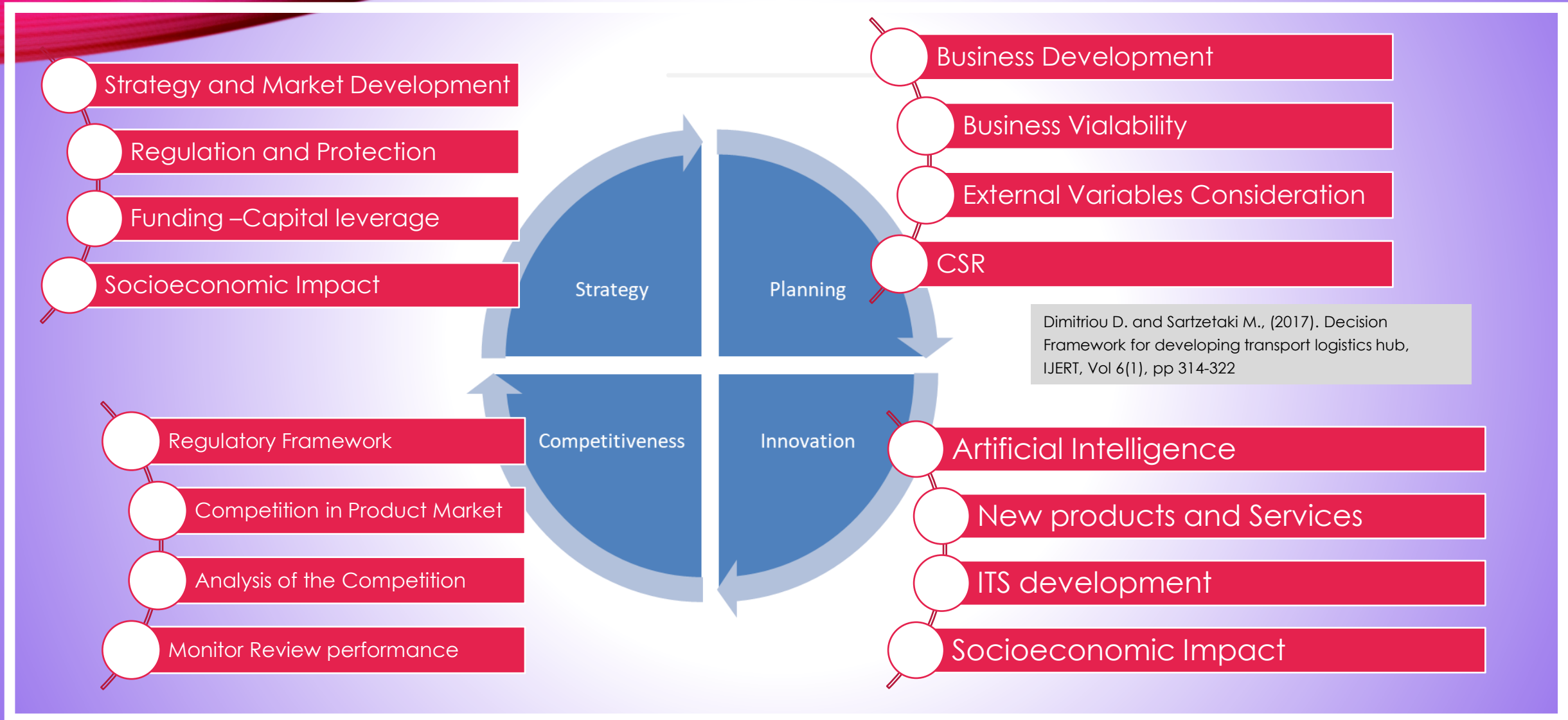
Trade liberalization –
Facilitation – Security

Technical and
technological
changes

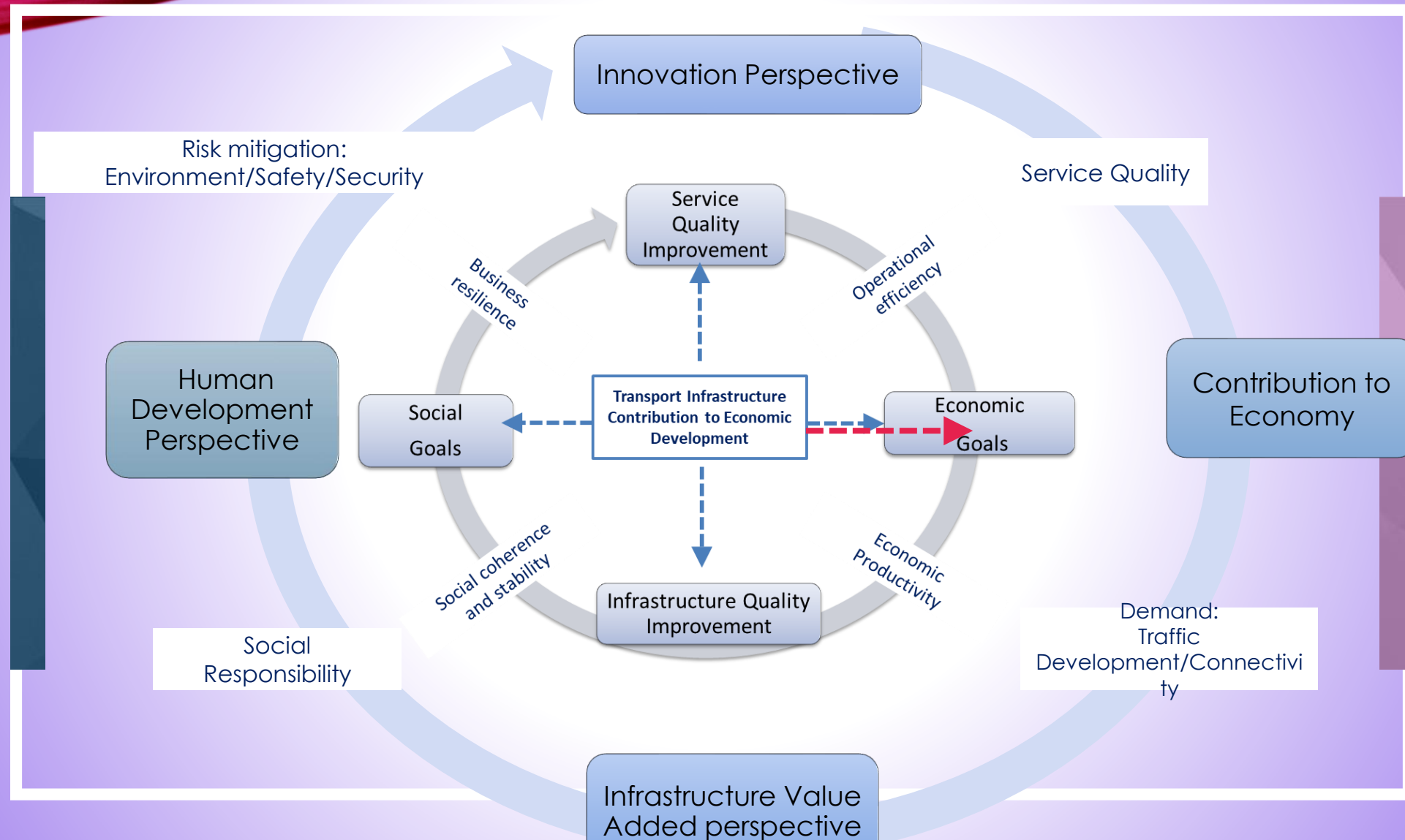
Changing role and
scope of the public
sector

Environmental
awareness - growing
responsibility for
sustainable
development

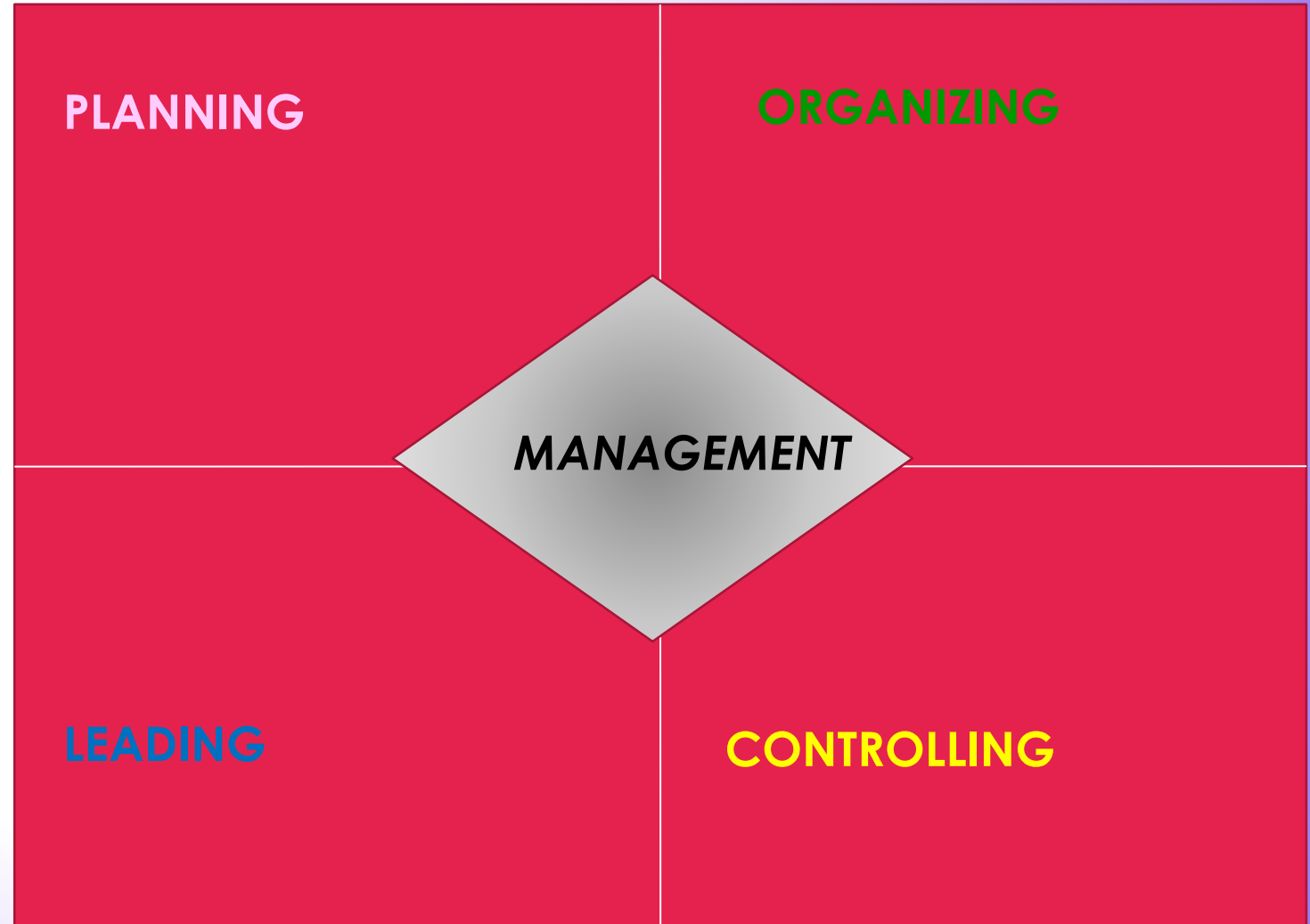
TRANSPORT ENTERPRISES MANAGEMENT



TRANSPORT ENTERPRISES MANAGEMENT



TRANSPORT ENTERPRISE MANAGEMENT FUNCTIONS



PLANNING



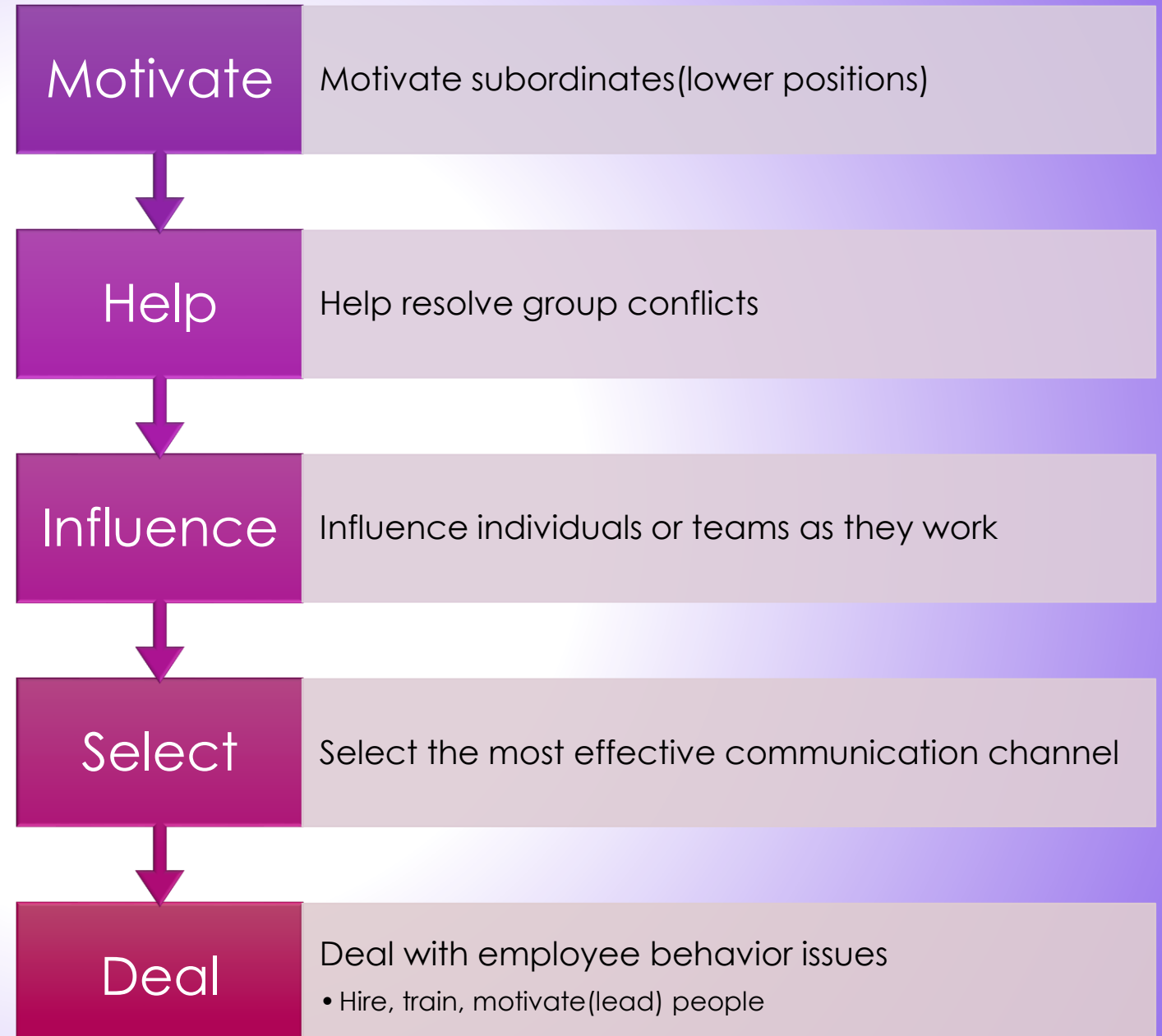
- Determine

- What tasks are to be done
- Who is to do them
- How tasks are to be done
- Who reports to whom
- Where decisions are made

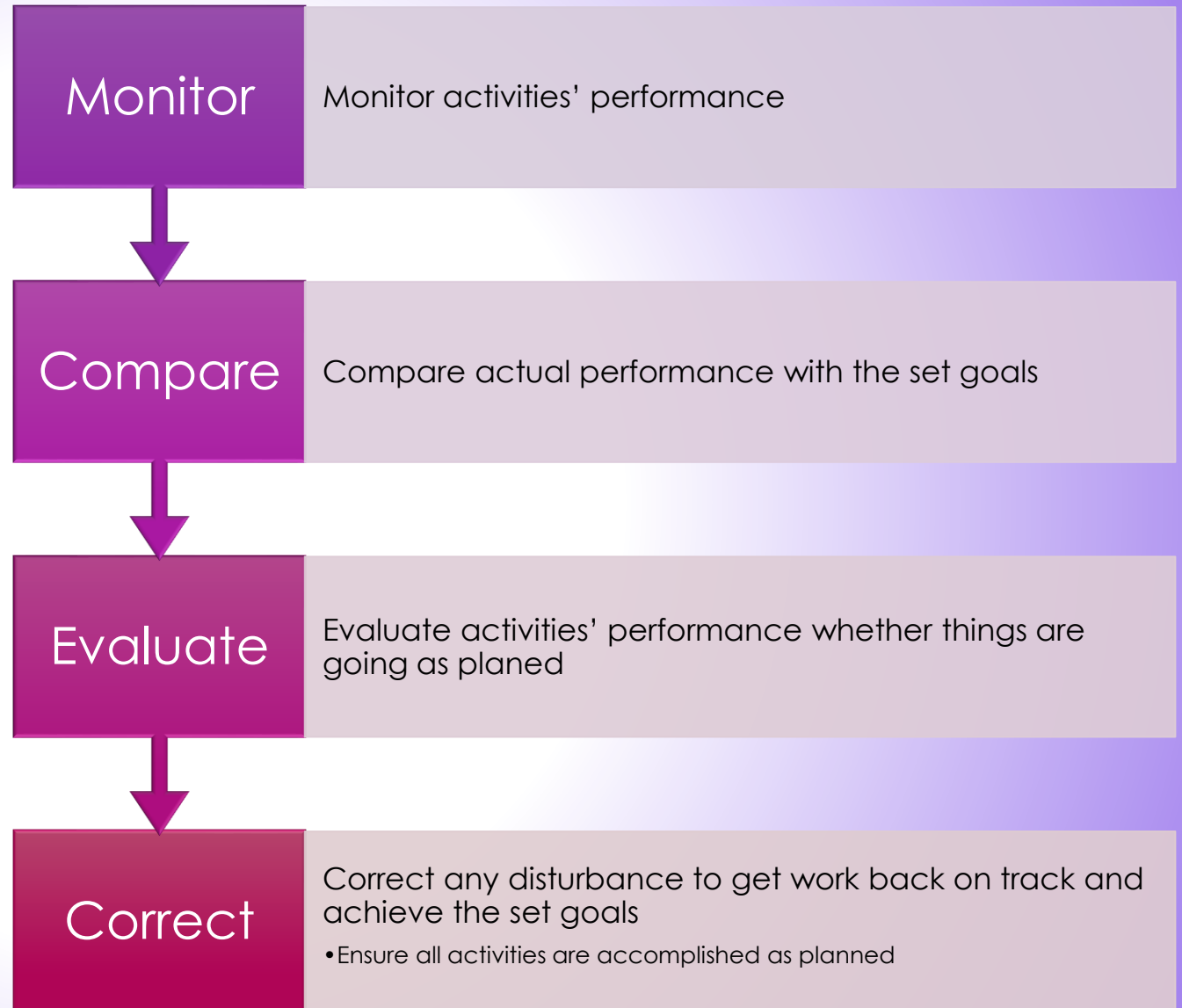
Arrange tasks and other resources to accomplish organizational purpose

ORGANIZING

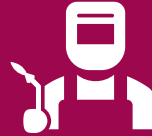
3. LEADING



CONTROLLING



TRANSPORT ENTERPRISE MANAGEMENT SKILLS



Technical Skills: job-specific knowledge and techniques needed to proficiently perform work tasks



Human Skills: ability to work well with other people both individually and in group



Conceptual Skills: ability to see the organization as a whole, understand the relationships among various subunits, visualize how the organization fits into its external environment

Business continuity management in Transport Enterprises



Business continuity management



building and improving
organizational resilience



Improve capability to recover
quickly and effectively from any
type of disruption, whatever its size
or cause.

Business continuity management in Transport Enterprises



The business continuity management (BCM) planning process is used to identify potential risks facing an organization;



Determine how those risks will impact business operations;



Implement controls and measures designed to mitigate those risks;



Monitor, test and evaluate the strategic plan to keep it current

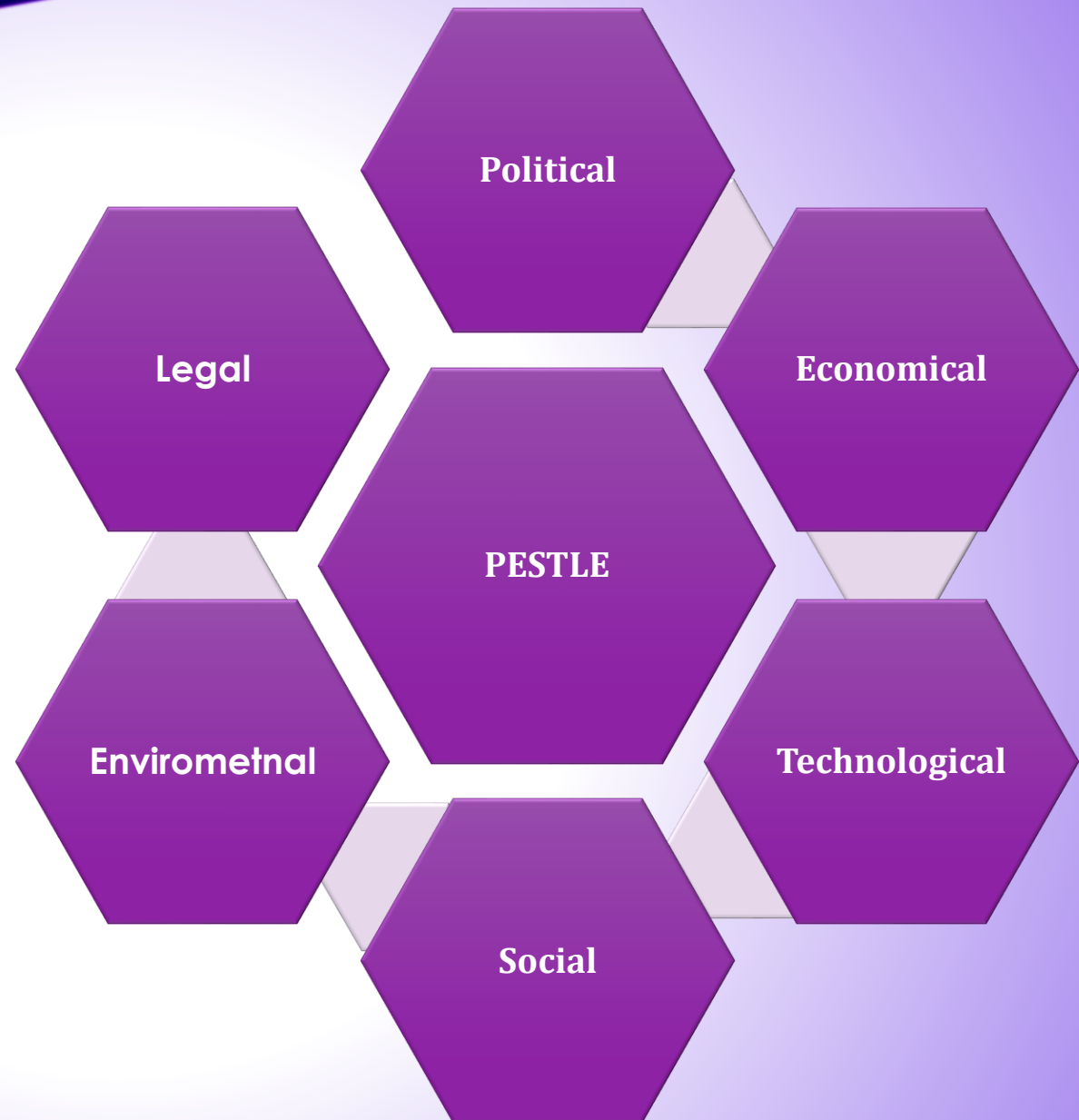
Business continuity management in Transport Enterprises

Transport enterprises need to plan to mitigate and manage all potentially disruptive events, not just those related to security.

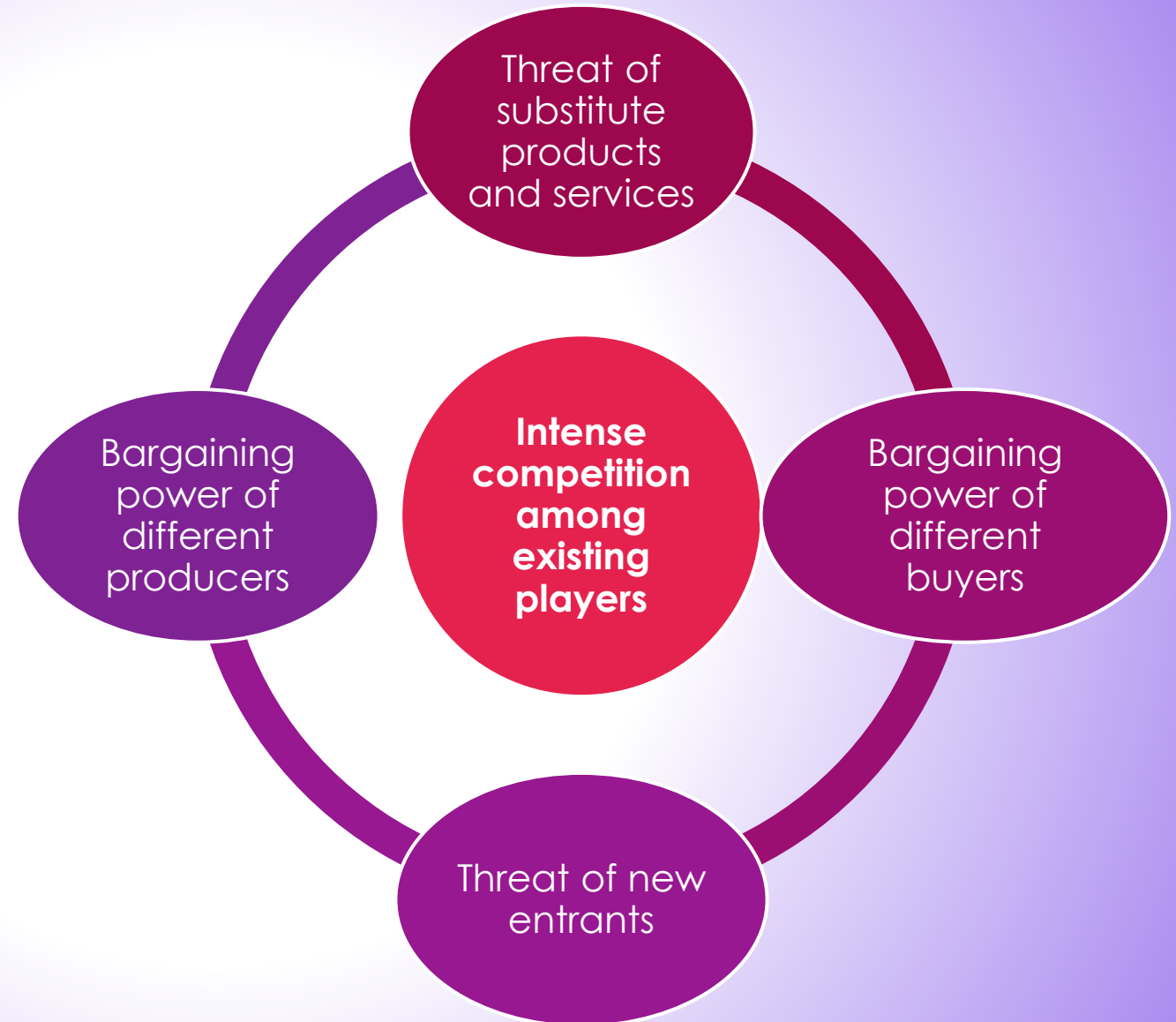
Horizon-scanning frameworks such as the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and PESTEL (Political, Economic, Social, Technological, Environmental, Legal) analysis.

These are valuable tools that may be used to identify, analyze and monitor relevant macroenvironmental factors that have an impact on organizational operations, as well as on the airport's overall competitive environment.

EXTERNAL ENVIRONMENT INFLUENCE FACTORS BASED ON PESTEL FRAMEWORK



IDENTIFY THE IMPLICATIONS AND ATTRACTIVENESS OF TRANSPORT SECTOR BASED ON FIVE PORTER ANALYSIS



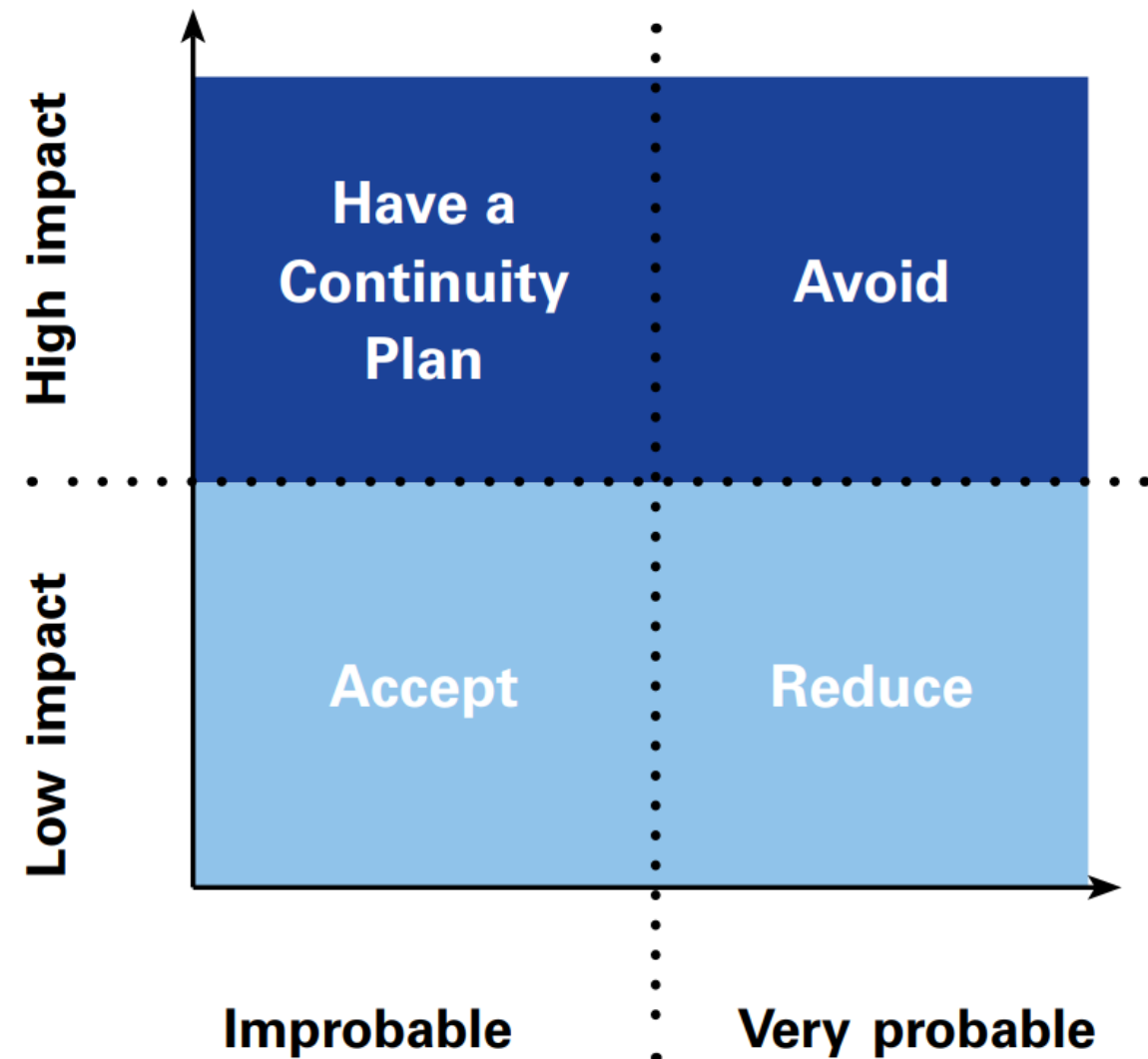
SWOT ANALYSIS – A TOOL FOR TRANSPORT ENTERPRISES BUSINESS CONTINUITY

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the company's strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the company's strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the company's weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the company's weaknesses to avoid the threats you identified?

SWOT ANALYSIS – A TOOL FOR TRANSPORT ENTERPRISES BUSINESS CONTINUITY

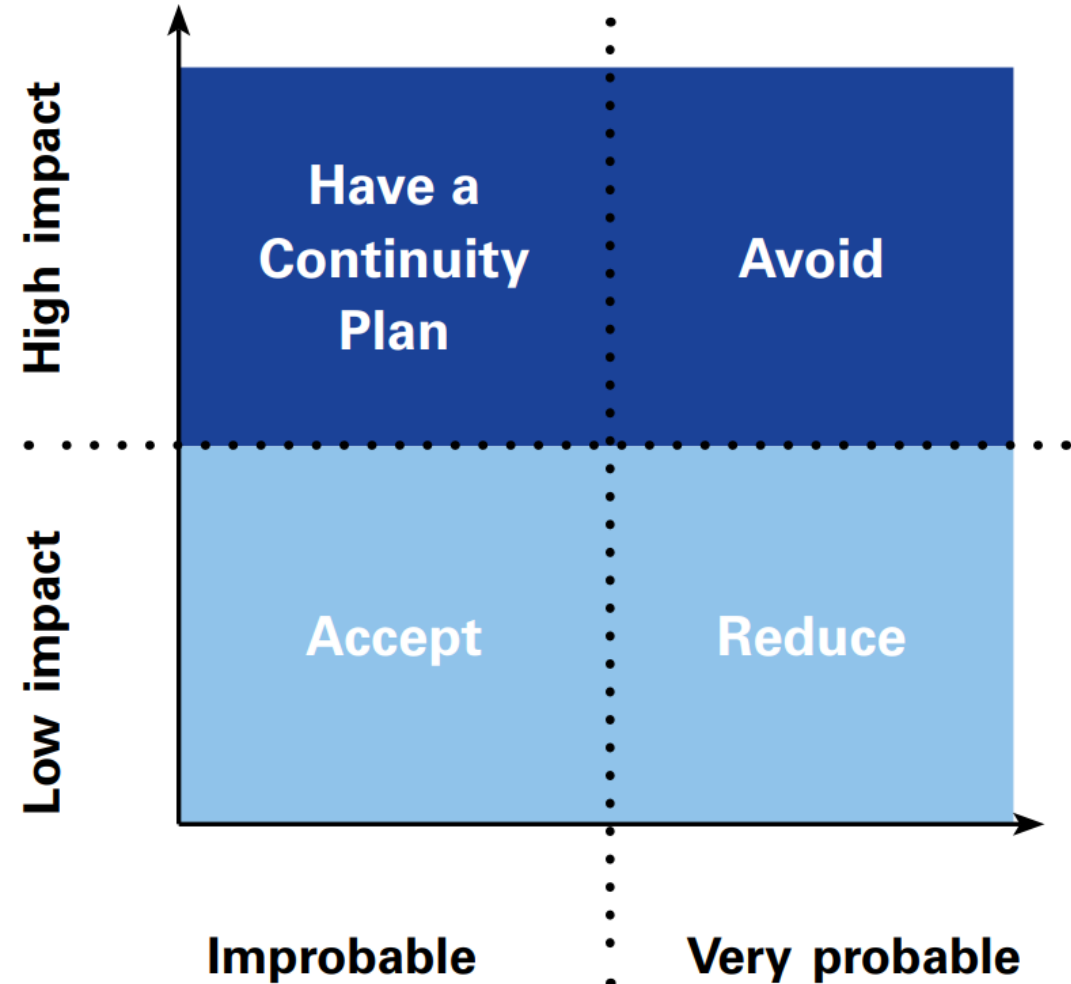
- Understanding the types of external influences may help transport enterprises operators to prioritize potential threats based on impact and probability

- This can be accomplished by creating a risk matrix with impact on the y-axis and probability on the x-axis



SWOT ANALYSIS – A TOOL FOR TRANSPORT ENTERPRISES BUSINESS CONTINUITY MANAGEMENT

- Businesses tend to:
- accept low-impact, low-probability events;
- reduce low-impact, high-probability events;
- avoid high-impact, high-probability events;
- create a continuity plan for events that appear in the high-impact, low-probability box, as these are the unforeseen events that have serious consequences.



TRANSPORT ENTERPRISES MANAGEMENT

The background is a collage of various images. On the left, there's a person in a suit with a digital head overlay. In the center, there's a blurred image of a person at a desk. On the right, there's a large, stylized 'MANAGEMENT' text. At the bottom, there's a group of people in business attire. The overall color scheme is dominated by purple, blue, and white.

THANK YOU