


C1329387

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FILE	C1329387.PDF (466.89K)		
TIME SUBMITTED	11-NOV-2015 05:02AM	WORD COUNT	2018
SUBMISSION ID	48286690	CHARACTER COUNT	11542

Assignment Cover Sheet



Student Number:	C1329387		
Module Code:	CPT 898	Date:	11/11/2015
Essay Title:	Summative Assessment 1		
Required Word Count:	1,000	Actual Word Count:	1,949  1

Feedback

1 Research Question (100 words)

What is the potential of the arctic maritime routes i.e. the Northern Sea Route, the Northwest Passage and the Transpolar Sea Route from both the economic and environmental perspectives?

Good

- Could the arctic routes become well-established rivals compared to the traditional maritime routes or they would be supplementary to the latter?

- Which are the most suitable maritime markets (tanker; dry bulk; container; etc.) for the organization of the arctic shipping?

2

- In which way could the arctic routes transform the arctic into an important factor in the maritime markets given the potential exploitation of natural resources in the area?

2 Research Field (150 words)

The questions are located in the field of supply chain management (SCM) in broad terms and particularly in maritime transport & maritime logistics. They are all considered as relatively new fields in the Business Studies at least in terms of systematic research that has established them as such (Cooper et al. 1997; Christopher 2011; Hugos 2012).

Excellent

According to Mentzer et al. (2001), SCM is a strategy that integrates the intra- and inter-firm operational interrelations in a consolidated whole to achieve efficiency and customer value.

Maritime logistics is a distinct component within the SCM concept that refers to the seaborne side of the flow of goods in contrast to maritime transport that draws attention mainly in the maritime industry itself (Panayides 2006; Song and Panayides 2012).

Giunipero and Brand (1996) claimed that SCM is a broader term than logistics. The distinction between the two is still hotly debated among academics and practitioners (Larson and Halldorsson 2004; Niine and Lend 2013).

Sp.

The research project is related with the debate of whether the Northern Sea Route is a viable alternative to the conventional routes or not (Lasserre 2014).

3 Epistemological perspective 1 (150 words)

Citation
Needed

The epistemology of Positivism adopted from natural sciences by Comte and Durkheim and gained momentum in social science in the nineteenth century (Blaikie 2007).

Good

Reality exists independently of one's subjective interpretations and its elements could be examined through causal relations that constitute "general causal laws" (Neuman 2011).

Good

Blaikie (2007) argues that precise causalities do not exist but only "regularities" among variables.

Improper Citation

The Cartesian influence in early positivists' writings meant that the investigation of any phenomena in the social world are of neutral value i.e. the researcher is "separated" from what he searches for (Williams and May 1996).

Good

Positivists usually refer to theories by creating hypotheses and testing them by utilizing statistics (Collis and Hussey 2009).

The deterministic nature of positivism implies that humans are embedded in social norms which form and re-form their activities. However, most of the positivists claim that "general laws" are more probabilistic rather than strictly deterministic i.e. one can predict an occurrence by applying different levels of probability (Neuman 2011).

4 Epistemological perspective 2 (150 words)

Interpretivism has its roots in hermeneutics whose concept adopted by Dilthey in order to examine the humans through the "method of understanding" (*verstehen*) (Blaikie 2007). Max Weber aimed to establish a way to study the subjectivity through his "Ideal Types" (Blaikie 2007).

Good

It is considered as the anti-positivist paradigm, as it rejects the objective assumptions made by positivists. Interpretivists claim that only through qualitative research methods it is possible to examine the meanings that subjects give to their actions (Haralambos and Holborn 2000).

Interpretivists seek to examine how a subject creates meanings through his/her actions and constructs the society in which he/she lives in. They claim that values and meanings not neutral (Neuman 2011).

Husserl's phenomenology was a related intellectual development that sought to study one's consciousness, how "a subject is conscious of some object" (Blaikie 2007). Phenomenologists examine the social world without questioning causality or objectivity. Intersubjectivity i.e. the creation of meaning through the interaction with others is a key element (Wilson 2002).

5 How has the perspective identified in box 3, above been used in your field of research? (150 words)

Positivism is still the predominant paradigm in SCM research (Mentzer and Kahn 1995; Gammelgaard 2004). Woo et al. (2011) investigated the methodological approaches in seaport research since the 1980's from 125 journals related with maritime logistics and transport. They found a prevalence of statistics and mathematical modelling, although this trend is gradually reversed in favour of more interpretative approaches.

Good

Sanchez Rodrigues et al. (2014) examined the causation between carbon dioxide emissions (CO₂e) reductions in the maritime-leg chains and the different structures in the overall supply chains that affect the former ones. They applied a model to simulate possible scenarios of CO₂e reductions from the re-scheduling of the supply chains in the UK and how this relates to the port selection criteria.

Excellent

Kawasaki and Matsuda (2015) utilized a multiple-regression model in their study to capture the factors behind the shippers' selection of vessels for wood pulp transportation. The model consists of a number of economic indices that could affect the shippers' behaviour for vessel selection applied in three Asian countries.

Excellent

6 How has the perspective identified in box 4, above been used in your field of research? (150 words)

Many researchers have pointed out the need for an interpretative shift in SCM and transport logistics by claiming the intricate nature and the practical applications of the field (Näslund 2003; Voss et al. 2002; Boehme et al. 2011).

Good

Solesvic and Westhead (2010) examined the factors behind the criteria selection for partnerships in the Norwegian maritime sector. They applied a multiple case study by investigating four different companies from the maritime industry in order to build their theoretical model. They explicitly refer to the interpretative nature of the study which aimed to gain rich qualitative insights by acquiring archival data and semi-structured interviews.

Good

Raza and Schøyens (2014) utilized the strategy of case study in their comparative study between the Northern Sea Route and the route via the Suez Canal, although the research questions could also be answered by adopting a positivist stance. They obtained secondary data and semi-structured interviews that enabled them to build their conceptual model and assess the dynamics among the key actors in the supply chain.

Good

7 Choice and justification of epistemological framework selected for research question in box 1, above. (150 words)

My research questions could be investigated through both epistemologies. I adopt both of them in order to combine qualitative and quantitative methods, although the latter could also be used under other paradigms as well (Henn et al. 2006; Creswell and Plano Clark 2011; Scotland 2012).

Excellent

Mangan et al. (2004) adopted both the epistemologies to examine how freight operators make decisions about the seaport/vessel selection. They applied George Kelly's "construct elicitation" methodology in order to examine in depth and validate the findings of the quantitative phase of the study (Kelly 1955).

Good

Causal relations among the parameters of the comparative study could be revealed under the positivist paradigm and thus assessed objectively in terms of feasibility.

Good

However, an integrated approach is required in order to study the complexity of the phenomenon and the subjectives' decision-making and values by applying case study research through an explanatory sequence design (Creswell and Plano Clark 2011).

Good

This approach provides rich qualitative insights as well as explanation and a feedback mechanism by interpreting the findings of the quantitative phase (Golicic and Davis 2012).

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Excellent

FINAL GRADE

72/100

GENERAL COMMENTS

Instructor

This is a good answer which demonstrates that you have met the learning outcomes for the module. You write confidently and demonstrate a sound awareness of the importance of epistemological frameworks.

Your account of the research field and your coverage of positivism are both strong.

Your account of interpretivism is a bit vague in places. You are hampered here by your choice of this perspective as it is most commonly used as an umbrella term for a number of other more distinctive epistemologies such as phenomenology, social constructionism and symbolic interactionism. There are more established literatures on each of these positions, but some text books (Collis and Hussey for example) frequently and often incorrectly lump them together under this anti-positivist label. I was careful in my lectures not to conflate these terms via the use of the term interpretivism, which, strictly speaking is an ontology. Despite this your account of the perspective is well researched and critical.

Your discussion of the uses of positivism and interpretivism in your field are strong and your concluding comments are convincing.

To improve your mark you should note my comments here and in the text.

You should note too my comments about interpretivism and note that this term is often used in very different ways in different academic disciplines.

You should make an effort to explain in more detail how your work fits alongside the extant debates in box two.



Comment 1

Excluding references this figure is less than 1000

QM

Feedback

See "General Comments" at end of the print-ready version of this paper for general feedback on your assessment - note that I am using a grading form which is visible if you click on the far right icon at the bottom of the window (it looks like a tiny office block)

PAGE 2

QM

Good

Good



Comment 2

Clearly stated research question and research aims

QM

Excellent

Excellent

QM

Sp.

Spelling error



Comment 3

Similar? Contesting? Further developing? Influenced by?

PAGE 3

QM

Citation Needed

Cite Source:

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http://www.plagiarism.org/plag_article_citation_styles.html

QM

Good

Good

QM

Good

Good

QM

Improper Citation

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Additional Comment p?

QM

Good

Good



Good

Good



Comment 4

This is a problem of using interpretivism as one of your epistemologies. Many would argue that it is in fact an ontological position. Certainly, the term is used in a different, broader way in business studies research to the way it is used elsewhere in the social sciences.

PAGE 4



Good

Good



Excellent

Excellent



Excellent

Excellent



Good

Good



Good

Good



Good

Good

PAGE 5



Excellent

Excellent



Good

Good



Good

Good



Good

Good

PAGE 6

PAGE 7

PAGE 8



Excellent

Excellent