



## International Maritime Business. Comparison of the German and the Greek maritime clusters

By Hans-Christian Stockfisch

GRIN Verlag Jan 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 2,3, Hamburg School of Business Administration gGmbH (Maritime School), language: English, abstract: The purpose of this paper is to analyze the differences and similarities among shipping firms in the German and the Greek maritime clusters. In this context, market, financial, organizational, human resources and management related issues are identified and discussed. The two major European players in the global shipping market, namely the German and the Greek shipping firms, are currently facing several enormous challenges. The impact of global economic downturn, the crisis in the main shipping sectors and the changes in the pattern of world trade all profoundly affect the maritime transport industry (De Monie, Rodrigue und Notteboom 2011). However the Greek shipping companies seem to manage their businesses in the crisis more successfully than their German competitors. Therefore a report on the differences and similarities among shipping firms in the German and the Greek maritime clusters is of high interest. Even though both players focus on different segments in the maritime markets, that have different rules and conditions, the main parameters...



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