The Economics Executive Programme, Department of Economics presents a
Public Lecture in conjunction with the MPA Professorship

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Maritime Port Authority (MPA) Visiting Senior Fellow
National University of Singapore

Measuring Port Service Quality:
From the Liners' Perspective

Date: 11 October 2010, Monday
Time: 4.30 pm - 6.00 pm
(Public lecture from 4.30 pm - 5.30 pm, followed by tea reception)
Venue: AS7 Seminar Room ABC
Shaw Foundation Building, Faculty of Arts and Social Sciences, NUS
Chair: Assoc Prof Anthony Chin
Department of Economics, Faculty of Arts and Social Sciences, NUS

Abstract:
Service quality is increasingly recognised as an important factor influencing the competitive position of ports. However, studies on this issue are quite limited and so far no rigorous study has yet been done to investigate this issue in the context of the growing inter-port competition in the Northeast Asian region and from the perspective of the shipping lines. This study attempts to fill this gap. The findings reveal that there exists a positive relationship between service quality and overall competitiveness of container ports, and ports are recommended to reinforce their service quality to obtain and maintain a competitive advantage and market position.

Speaker's Biography:
Jose Tongzon is currently Fellow Professor of Logistics and MGLM International Director at the Graduate School of Logistics, Inha University, South Korea and has had more than thirty (30) years of teaching and research experience at the tertiary level in various countries in the area of international trade and development and maritime logistics focusing on the economies of Southeast Asia.

Prior to his current appointment, he was Associate Professor at the National University of Singapore (from 1992 to 2006) where he taught and conducted research in the area of international trade, regional development and maritime issues affecting the region. He had provided economic advice to the Victorian government in the State of Victoria, Australia in the management of the port of Melbourne and managed research activities in the area of international trade and port-related issues while he was Chief Economist of the Port of Melbourne from 1988 to 1992. Before moving to Australia, he was Special Assistant to the then Deputy Minister for Trade of the Philippine government dealing with foreign trade policy issues and other matters associated with the promotion of international trade in the context of WTO, regional cooperation and bilateral trade agreements. He has authored and co-authored over 100 articles in refereed international journals, chapters in books and books in the area of international trade and maritime issues.

He has served as an international trade and port consultant for international and regional agencies such as the United Nations Development Program (UNDP), United Conference on Trade and Development (UNCTAD), World Bank (WB), Asian Development Bank (ADB), Inter-American Development Bank (IDB), AusAid, the ASEAN Secretariat and other private organizations.

Most recently, he was consultant to the Indonesian government to conduct a study on the logistics services sector in Indonesia with the objective of providing some guidelines for Indonesia’s future international trade in logistics services negotiations within the framework of the World Trade Organization, ASEAN economic integration and bilateral trade agreements. He was the principal consultant leading a team to examine the logistics sectors in the ASEAN region and how the coming regional liberalization of logistics services would affect them.

Admission is Free. All are Welcome.
Please register @ https://esurvey.nus.edu.sg/efm/se.ashx?s=1CC7023E47C4E0D3