



University of Rijeka, Faculty of Maritime studies

PROJECT ACRONYM AND TITLE: Digital transformation in the transport sector

FUNDING PROGRAMME: Scientific-Research Project Initiatives of The University of Rijeka (ZIP UNIRI)

PERSON RESPONSIBLE: Edvard Tijan, Ph.D., Full Professor

FINANCIAL DATA

Project total cost	Overall funding assigned to PFRI
13.126,29 €	13.126,29 €

SUMMARY

Transport is crucial for today's global trade and involves numerous stakeholders and complex business processes. The importance of transport was particularly pronounced in the last few years due to the global COVID pandemic, the war in Ukraine followed by sanctions imposed to Russia, etc. Regardless of such global turmoil, stakeholders in the transport sector operate in a very unstable and demanding environment due to hard-to-predict market conditions, growing demands of service users, complex changes in regulatory frameworks, technological progress, etc. In accordance with the above, transport stakeholders should develop appropriate strategies for business improvement in order to achieve and maintain a competitive position on the market and to operate sustainably. Traditional methods of gaining a competitive position are no longer sufficient, and in addition to the pursuit of profit, awareness of the environmental and social aspects of business is also continuously increasing.

The pursuit of sustainable business is one of the main reasons for the implementation of digital transformation in many industries, including in the transport sector. Digital transformation refers to the use of new digital technologies for the purpose of improving business sustainability, for example by reducing costs, reducing harmful gas emissions or relieving employees of repetitive and tedious tasks. In addition, digital transformation offers opportunities for the development of new business models.

The purpose of the research is to identify the factors that influence the digital transformation of stakeholders in the transport sector, for the purpose of creating and validating a viable model based on which quantitative methods will be used to determine the relevance, importance and interrelationship of factors that influence digital transformation in order to develop successful strategies for the digital transformation of stakeholders in the transport sector.

Start date	End date
01.06.2023.	31.05.2026.

WEBSITE: -

ADDITIONAL INFORMATION:

Members of the project team:

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