Vuletic, Tijana and Wang, Wenjuan and Duffy, Alexander (2014)
Enhancing competitive advantage for European maritime sector. In:

This version is available at https://strathprints.strath.ac.uk/47124/

Strathprints is designed to allow users to access the research output of the University of Strathclyde. Unless otherwise explicitly stated on the manuscript, Copyright © and Moral Rights for the papers on this site are retained by the individual authors and/or other copyright owners. Please check the manuscript for details of any other licences that may have been applied. You may not engage in further distribution of the material for any profitmaking activities or any commercial gain. You may freely distribute both the url (https://strathprints.strath.ac.uk/) and the content of this paper for research or private study, educational, or not-for-profit purposes without prior permission or charge.

Any correspondence concerning this service should be sent to the Strathprints administrator: strathprints@strath.ac.uk
About EuroVIP

EuroVIP aims to:
“improve the competitive position of European maritime SMEs through the creation of effective collaborative and co-ordinated partnerships for the exchange of service, technology and information advances and innovations from industry and academia”

Supporting means: EMCP

European Maritime Collaboration Portal (EMCP) is a web-based facility providing a unified search and retrieval mechanism of available resources (innovative service and technologies), and configuration of partnership. Used to forge links between collaborators and disseminate project results to a larger audience, it is designed specifically for European maritime community to enhance knowledge exchange, technology exchange and enable collaboration patterns identification.

Supporting means: TCP

Technical Collaboration Platform (TCP) provides an integrated collaborative working environment and enables different types of tools to operate in a unified and holistic manner for multi-disciplinary design and optimisation.

Collaboration process

Four levels of collaboration
Engaging the TCP and the EMCP to different degrees allows enterprises a flexibility of collaboration. From engaging only the EMCP to engaging mainly the TCP with limited use of the EMCP, enterprises can adopt four different levels of collaboration.

Level 1: No TCP
Secure area in the EMCP used for data exchange and the negotiation process.

Level 2: Limited use of TCP
Companies have access to TCP, but mostly through EMCP. Basic social interaction enabled.

Level 3: Partial use of TCP
Companies have access to TCP and are able to execute tools and trigger data exchange and negotiation processes.

Level 4: Full use of TCP
Companies have access to TCP and are able to execute tools and integrate them in their TCP process.

Two modes of collaboration
Top down mode: Enterprises already have planned business activities. They first look up service providers from the EMCP, then integrate the activities through the TCP.
Bottom up mode: Enterprises already deployed the TCP for collaboration. However, they need alternative providers. So they look up new providers from the EMCP, and then integrate them in their TCP process.

Collaboration benefits

Six case studies are underway, designed to demonstrate all four levels of collaboration envisaged. We expect them to show:
- Decrease in time necessary for collaboration formation
- Financial savings
- Improved and easier technology transfer
- Increased levels of collaboration in the sector
- Increase reach and overcome location limitations for companies involved
- Dissemination of innovative practices

Schemes of four collaboration levels applied in the case studies