

CONTAINERIZED CARGO SHIPMENT: A MULTIPLE CASE STUDY FOR DECISION-MAKING REGARDING PORTS IN SOUTHERN AND SOUTH- EASTERN BRAZILIAN REGIONS

Leo Tadeu Robles*

Business Management Post-graduation Program
Santos Catholic University - UNISANTOS
Santos, SP, BRAZIL
E-mail: leotadeurobles@uol.com.br

Marcos Mazza

Santos Metropolitan University - UNIMES
Santos, SP, BRAZIL
E-mail: marcosmazza@globo.com

ABSTRACT

The decision-making process regarding the choice of containerized cargo shipment port involves objective and subjective factors in terms of physical, structural, and operational port conditions, which are determinant for exportation logistics. Its complexity and relevance for shippers' performance recommend careful and rational approaches. In this sense, this study focused the decision process applied to the main ports in Southern and South-eastern Brazil, more specifically Vitória – ES, Rio de Janeiro – RJ, Itaguai – RJ, Santos – SP, Paranaguá – PR, São Francisco do Sul – SC, Itajaí – SC, and Rio Grande – RS and to containerized cargo exportation shipments, by using the Analytic Hierarchy Process (AHP), applied to the shippers' viewpoint. This exploratory study establishes a criteria and sub-criteria hierarchical structure based on academic literature adapted to Brazilian reality and then utilized for the empirical application. The primary data research was oriented to support the ports considered hierarchical classification and a survey was applied to foreign trade executives. The basic round indicated the Santos Port, hierarchically, as the first option for shipment, with the position maintained after the sensitivity analysis carried out on the results, indicating the application's consistency and robustness. Despite this, the study limitations recommend its extension to specific and particular situations.

Keywords: Brazilian Exportation; Containerized Cargo; Maritime Ports; AHP; Shippers' Decision Process.

* Corresponding author