

## **Interview Guideline**

### **Topic**

An evaluation of performance measurements and their influence on Benchmarking in Nordic-Baltic container ports

### **Research Questions**

***RQ 1:** What are the indicators that affect port performance and what are the factors affecting the indicators that have been used for performance measurement?*

***RQ 2:** How do ports especially Nordic Baltic ports measure port productivity?*

***RQ 3:** How can port productivity be used for benchmarking and creating a competitive advantage in relatively small-scale ports?*

***RQ 4:** How can liners evaluate port performance during port selection if various methods are under usage?*

### **Sample Group**

Industry Professionals from Port and Shipping Line industries located in Baltic Nordic countries.

### **Research Method**

Semi-structured Interviews

### **Ethical Consideration**

The study will prioritize ethical concerns to ensure transparency and confidentiality. Interviewees will remain anonymous, and no personal data will be collected in addition no recording will occur. The focus will be on employees working at ports and shipping lines with relevant positions. Only industry-area information will be shared without any personal details. Interviewees can withdraw their input, and their approval will be sought for data usage. Data will be stored in a cloud account provided by the university and permanently deleted after the study.

## **Interview Questions**

### **General Questions**

1. How is port performance measured in your location?
2. While measuring which indicators are used?
3. Which factors are affecting the performance of selected indicators?
4. If productivity is measured as Berth /Crane, Gross/Net as partial which stoppages waiting times are noted.
5. Do you believe recording stoppages and Idle times can have a positive effect on productivity calculation?
6. Do you believe the quality of productivity measurement is good and do you know any other methods to calculate?
7. How do you use performance for benchmarking?
8. Do you have any other additional comments?

### **Additional Question to Port Employees**

9. Do you think port performance affects the competitive advantage and attractiveness of the port? In other words, are your customers using the port in your location thanks to its performance?

### **Additional Question to Shipping Line Employees**

10. In the importance scale, is the port performance at the top of the list or are there any other indicators affecting port selection more than port performance?