

DFDS – Aarhus University

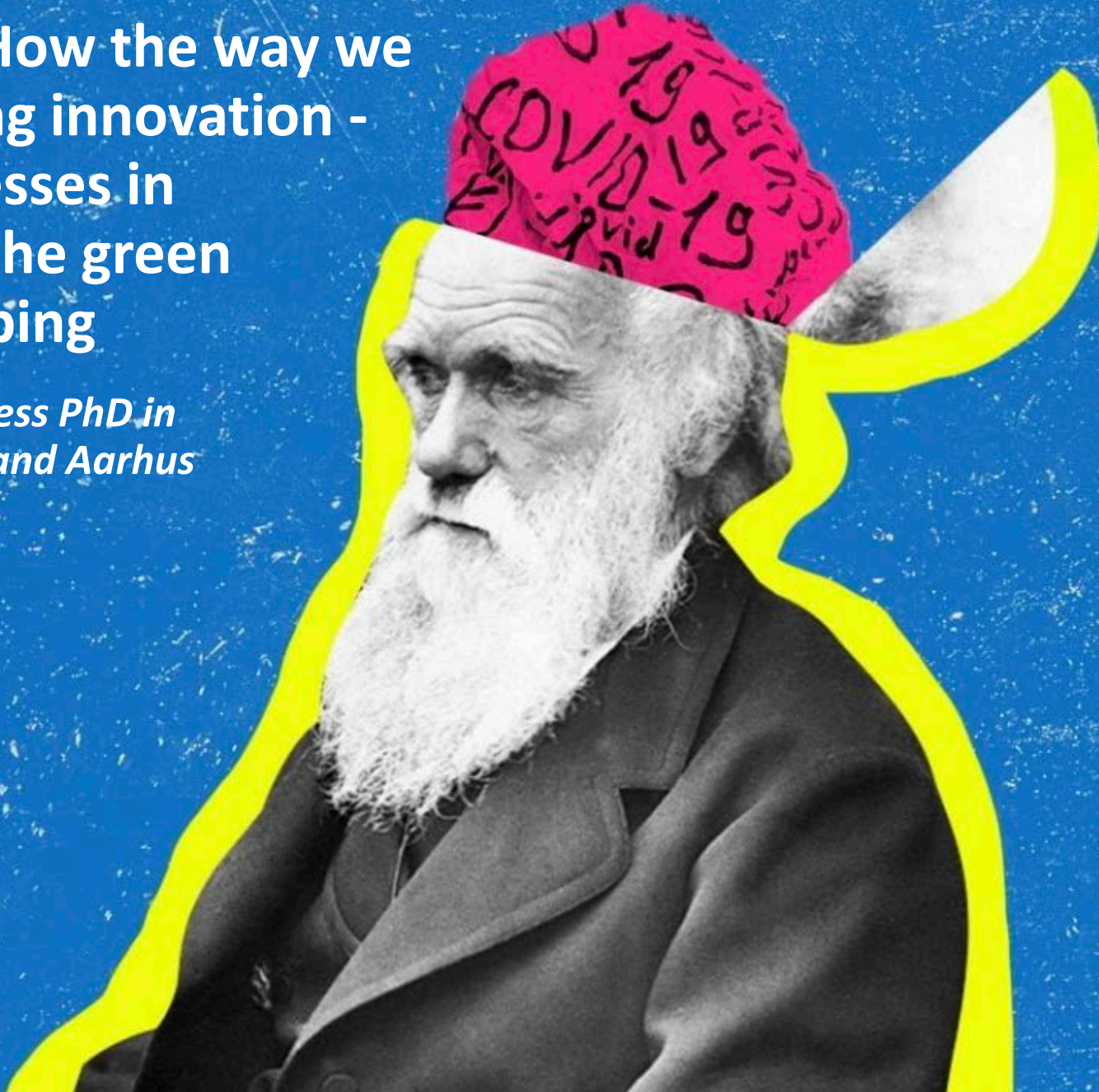
What lies behind? Thoughts of underlying assumptions affecting design in Automatization and technology development

Nanna Thit



Winning slowly: How the way we think is influencing innovation - and change processes in connection with the green transition in shipping

An anthropological business PhD in collaboration with DFDS and Aarhus University



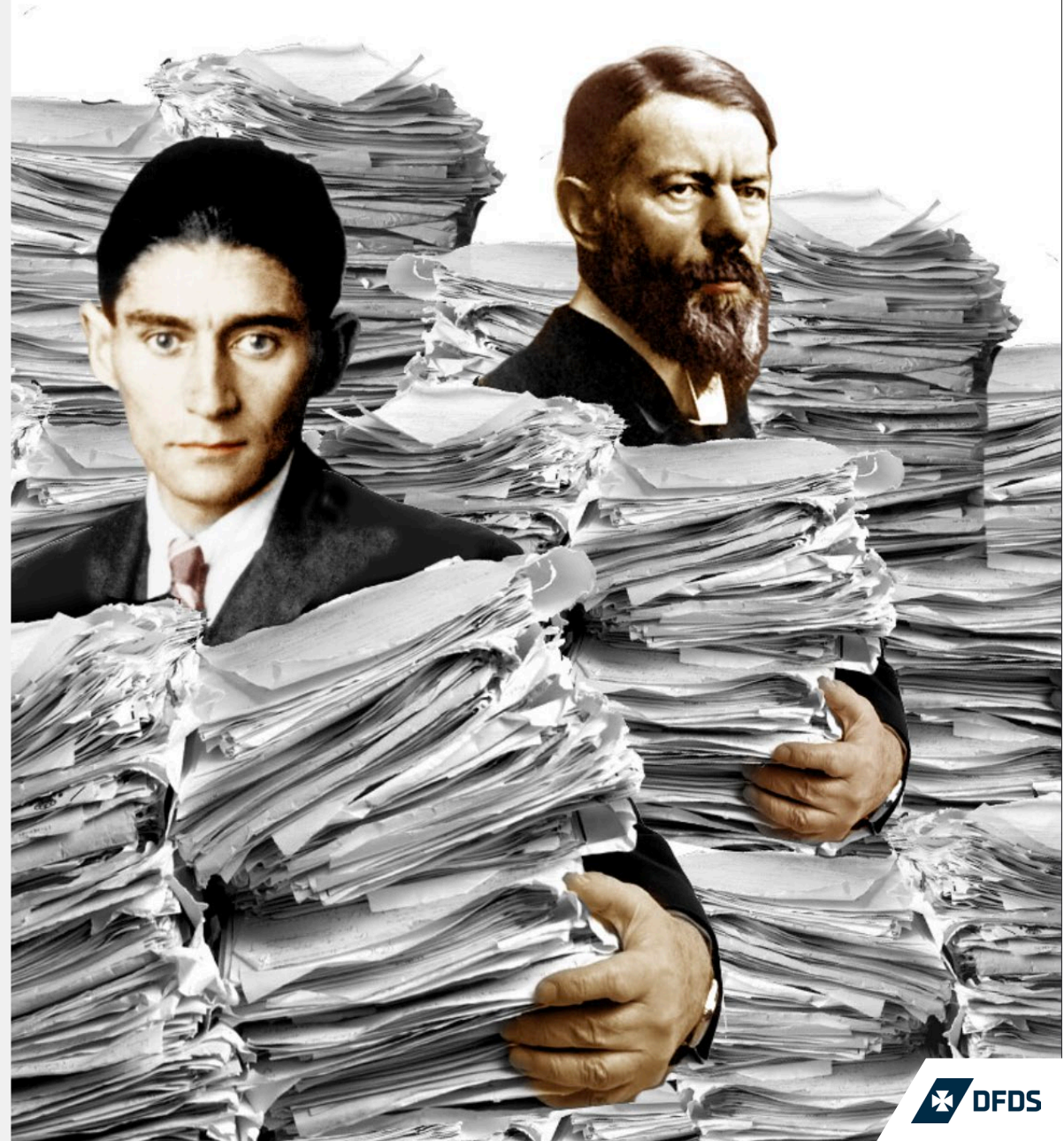
The Commercial Bureaucracy

"Precision, speed, unambiguity, knowledge of documents, continuity, discretion, uniformity, strict subordination, reduction of friction and of professional and personal costs"

- Max Weber

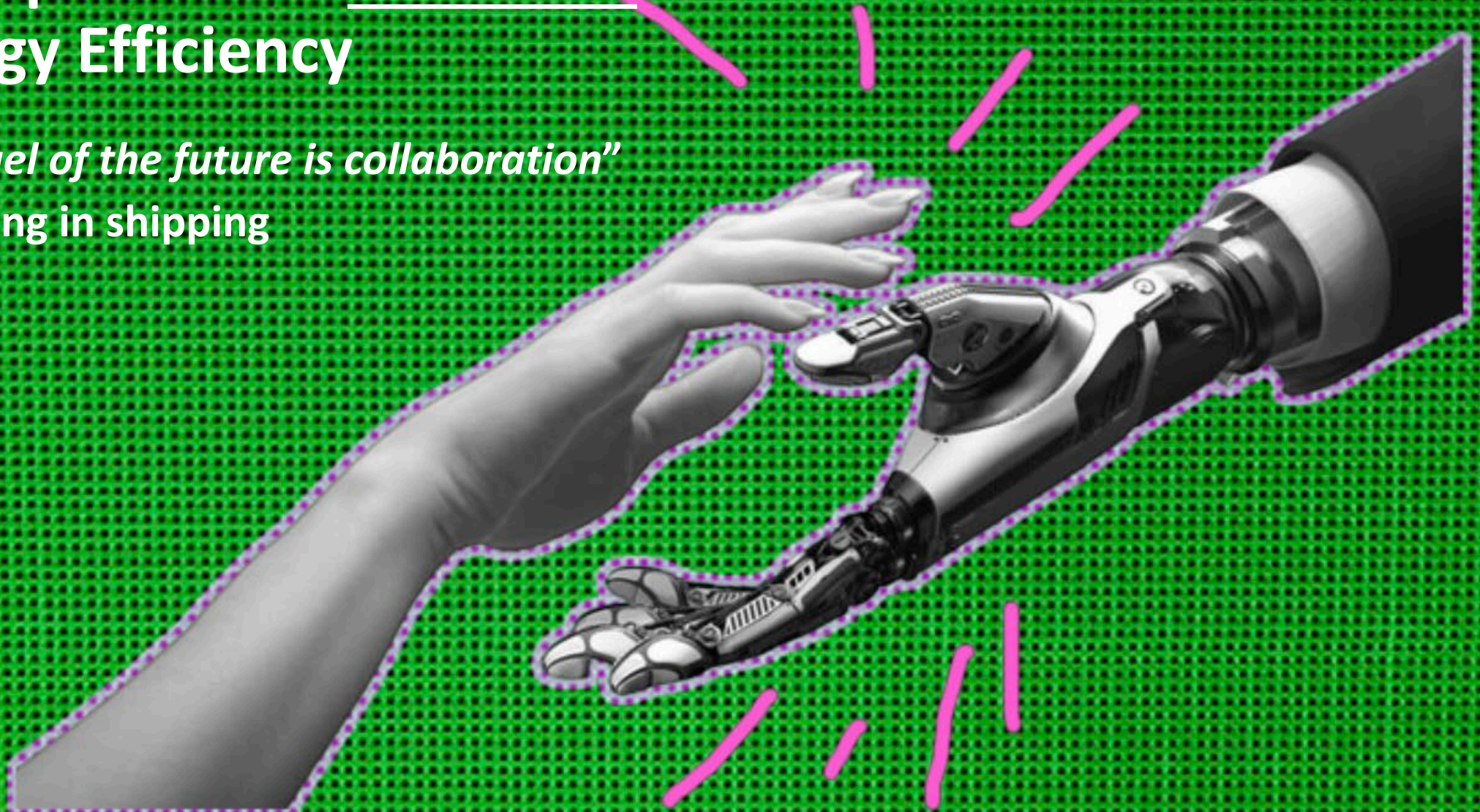
"As a bureaucracy develops the more perfectly the more it is dehumanized"

– Max weber



1. Step of Green Transition: Energy Efficiency

"The fuel of the future is collaboration"
- A saying in shipping



The hegemony

Hi'gem.ə.ni

The dominance of one group over another, often supported by legitimating norms and ideas. The term *hegemony* is today often used as shorthand to describe the relatively dominant position of a particular set of ideas

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