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Designing and Executing Strategy in Aviation Management Strategic Management in the Aviation Industry Handbook of Airline Strategy Airline Marketing and Management Aviation Business Strategy Airline Management Airline Green Operations Strategies: Emerging Research and Opportunities Air Transport in the 21st Century Strategic Alliances in the Aviation Industry China's Aerospace Strategy Values, Ergonomics and Risk Management in Aviation Business Strategy Airline Soft Landing Cleared for Take-Off Aviation Communication Air Transport Management Strategic assessment of the Lufthansa Group's introduction of Eurowings and its associated new strategy Managing Strategic Airline Alliances Sustaining Airline Profitability. Strategic Management and Leadership Strategic Management in Aviation Networks in Aviation The Evolution of the US Airline Industry Airlines: Managing to Make Money The No Frills Strategy of Low-Cost Carriers A Strategic Analysis of Chinese Airline Industry under Online Environment Airline Strategic Management in the Aviation Industry Strategic Planning in the Airport Industry Ryanair's strategy from a perspective of core competencies US Aviation Industry Strategic Developments and Statistics Yearbook Volume 1 Strategic Information, Programs and Developments Aviation Systems International Aviation Strategic Plan Skyteam Strategy in Airline Loyalty A Portfolio Management Approach to Strategic Airline Planning Strategic Marketing Approaches Within Airline Management: How the Passenger Market Causes the Business Concepts of Full Service Network Carriers, Low Cost Carriers, Regional Carriers and Leisure Carriers to Overlap Airline Airport Marketing International Business of the Airline Industry. Strategic Alliance and the Business Tool "PESTLE" How the Macroeconomic Environment of the Airline Industry Affects the Strategic Decision of Boeing Vs Airbus

Designing and Executing Strategy in Aviation Management 2016-04-08

designing and executing strategy in aviation management is designed to provide an intensely practical guide to this critically important topic comprehensive in coverage and easy to read in style it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context the result is a comprehensive and multifaceted teaching learning package which includes applied case studies on a wide range of airlines and aviation businesses setting out how these organizations deal with strategy formulation and implementation in critical areas topics covered include corporate strategy generic strategy competitive strategy internal and external environment assessment mergers alliances safety and security written directly for both aviation professionals and student courses in aviation strategy aviation management and aviation operations it will also be of great interest to aviation professionals in a variety of different fields including airlines corporate aviation consultancy etc as well as academics within the field of aviation and those within the field of strategy and management science

Strategic Management in the Aviation Industry 2017-07-05

this book provides a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic industry experts from aviation practice and management in addition to acknowledged scholars contribute to this volume and combine academic expertise with economic and business perspectives in an unprecedented way for the aviation field the focus is not restricted to passenger airlines the five parts of the book additionally include chapters on alliance management and formation strategic issues for air freight carriers and airport companies as well as impacts the airline industry exerts on its environment the book combines both concepts and results from recent academic research with applications and case studies from major industry players readership includes academics students on advanced aviation courses senior aviation professionals in airline airport and supplier companies international organizations and governmental agencies

Handbook of Airline Strategy 2001

through six previous editions airline marketing and management has established itself as the leading textbook for students of marketing and its application to today's airline industry as well as a reference work for those with a professional interest in the area carefully revised the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry it features new material on changes in customer needs particularly regarding more business travellers choosing or being forced to travel economy and analysis of the bankruptcy of all business class airlines an explanation of the us eu open skies agreement and analysis of its impact the increase in alliance activity and completion of several recent mergers and the marketing advantages and disadvantages that have resulted product adjustments that airlines must make to adapt to changes in the marketing environment such as schedule re adjustments and the reconfiguration of aircraft cabins changes in pricing philosophies with for example airlines moving to a la carte pricing whereby baggage catering and priority boarding are paid for as extras airline websites and their role as both a selling and distributing tool the future of airline marketing a review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies product design and management pricing and revenue management current and future distribution channels and selling advertising and promotional policies the reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation written in a straightforward easy to read style and combining up to date and relevant examples drawn from the worldwide aviation industry this new edition will further enhance the book's reputation for providing the ideal introduction to the subject

Airline Marketing and Management 2020-09-10

the world's commercial aviation industry comprises a complex and highly diverse range of businesses with different forms of governance ownership management structure and organisational philosophies the essays in this volume address issues of market structure focusing particularly on changes in the aviation industry that have resulted from policies of deregulation as well as revenue cost and pricing airline mergers and acquisitions and the reasons for and characteristics of global airline alliances one of the most significant developments in aviation business strategy over the last four decades has been the emergence and expansion of low cost carriers and the implications that this business model has had for the sector in terms of competition route offering service innovation and profitability central to these discussions are issues of cost and the need to manage yields this raises the issue of pricing elasticity and price discrimination all of which are of relevance to passenger airlines air cargo operators and airports

policies of air service deregulation and liberalisation have fundamentally changed the market structure of airlines and airports as a result of new airlines entering the market place many incumbent carriers sought to protect and grow their market share by reconfiguring their network into a hub and spoke operation and merging with or acquiring their competitors another strategy airlines can use to increase their network presence market power and obtain enhanced economies of scale and scope is to enter into a strategic alliance with another carrier membership of an alliance enables a firm to access new markets that would previously have been difficult and or expensive to operate into and help to overcome at least in part ownership restrictions a lack of traffic rights to a particular country and markets with limited demand deregulation and liberalisation have also changed the competitive nature of the airline market and led to a change in the ownership and control of airports and airlines with many moving from the public to the private sector the increasingly competitive and contestable market combined with commercial imperatives to generate a return on investment means that airlines and airports are incentivised to grow their business through marketing and enhanced customer loyalty airlines helped to pioneer the development of customer loyalty schemes and the resulting frequent flyer programmes have become a standard aspect of many full service airline operators product offerings however increased competition and business model innovation have prompted a reconfiguration of these schemes with some low cost operators now incorporating elements of frequent flyer schemes

Aviation Business Strategy 2019-10-21

as environmental concerns increasingly dominate public consciousness businesses are called upon to incorporate green methods and processes into their operations strategy the aviation industry is no exception and is responsible for taking more actions to reduce the negative environmental impact designing and implementing a top down strategy conscious of environmental impact is a monumental challenge only with a full understanding of the scientific and logistical hurdles can a green approach to airline operations succeed airline green operations strategies emerging research and opportunities is an essential publication that examines methods of managing and limiting harmful waste and emissions from airlines and supports the adoption of the most effective green operation strategies policies and regulations by airlines highlighting a broad range of topics including greenhouse gases noise management and competitive priorities this book is ideally designed for executives manufacturers environmentalists policymakers academicians researchers and students

Airline Management 1997

airlines are buffeted by fluctuating political and economic landscapes ever changing competition technology developments globalization increasing deregulation and evolving customer requirements as a consequence all sectors of the air transport industry are in a constant state of flux the principle aim of this book is to review current trends in the airline industry and its related suppliers thereby providing an insight into the forces that are changing its dynamics the factors that are reshaping the structure of the industry are examined with a view to identifying the key issues whose impact will be critical in the future the book features two very distinct sections the first contains short contributions from industry executives at ceo vp level from airlines aircraft engine manufacturers safety and navigational provider organisations who have set out their take of where the airline industry is heading this commercial input sets the scene for the book and provides the bridge to the second section which is composed of 18 chapters written by distinguished academic authors each chapter presents a valuable insight into a specific area of the air transport industry including airlines airports cargo deregulation the environment navigation strategy information technology security and tourism the shared objective of the authors is to describe and explain the core competencies that are determining the current shape of the industry and to examine the forces that will change its direction going forward the book is written in a management style and will appeal to all levels of personnel who work for airlines across the world it is also written for airport authorities aerospace manufacturers regulatory and government transportation agencies researchers and students of aviation management transport studies tourism and the wider air transport industry

Airline Green Operations Strategies: Emerging Research and Opportunities 2020-04-03

bachelor thesis from the year 2008 in the subject business economics business management corporate governance grade 1 9 european business school international university schloß reichartshausen oestrich winkel chair of strategic aviation management course bacheloarbeit language english abstract companies are just beginning to learn what nations have always known in a complex uncertain world filled with dangerous opponents it is best not to go it alone ohmae 1989 p 143 this statement emphasises the significant developments in firms corporate strategy in the 1980s as a response to the rise of globalisation and thus increased competition companies throughout the world started collaborating with partners with interfirm cooperation their cooperative practices though were not equally relevant in all branches but

concentrated mainly on industries that were affected most by the increasing environmental dynamic and complexity therefore firms in various industries such as the automotive or telecommunication industry established alliances with their competitors in order to stay competitive and to jointly expand into world markets however the aviation industry in particular has experienced downright alliance frenzy since that time with the gradual liberalisation of international air transport collaborations between carriers have steadily gained importance therefore airline alliances have developed from purely horizontal links into more complex and integrated strategic alliances these strategic alliances have been established mainly to bypass existing regulatory restrictions and to adapt to customers altered preferences by extending the airlines networks however with the incidents that occurred during the first years of the 21st century such as the terrorist acts of 9 11 partner airlines were forced to react to the changed external conditions this development highlights the high dependence of air lines and their strategy

Air Transport in the 21st Century 2016-12-05

china has emerged as a major regional power and has clear aspirations to be a global power in the not too distant future comprehensive military modernisation programs sustained economic scientific and technological developments have substantially elevated china's international profile for the past three decades china has been modernising its strategic weaponry and enhancing the capabilities of its nuclear warheads it has also been developing new and complex military platforms that would be of great value to joint operations warfare the decade from 2011 through 2020 will prove critical to the pla as it attempts to integrate many new and complex platforms and to adopt modern operational concepts including network centric warfare china's air force is in the midst of a transformation a decade ago it was an antiquated service equipped almost exclusively with weapons based on 1950s era soviet designs and operated by personnel with questionable training according to outdated employment concepts today the plaaf appears to be on its way to becoming a modern highly capable air force for the 21st century the pla air force has continued expanding its inventory of long range advanced sam systems and now possesses one of the largest such forces in the world the january 2011 flight test of china's next generation fighter prototype the j 20 highlights china's ambition to produce a fighter aircraft that incorporates stealth attributes advanced avionics and super cruise capable engines over the next several years china is upgrading its b 6 bomber fleet with a new longer range variant that will be armed with a new long range cruise missile china's aviation industry is developing several types of airborne early warning and control system awacs aircraft these include the kj 200 based on the y 8 airframe for awacs as well as intelligence collection and maritime surveillance and the kj 2000 based on a modified russian il 76 airframe china can decisively defeat india in any nuclear confrontation but is currently unable to match the iaf in any conventional conflict specifically along the border region of the himalayas also the iaf has greater experience than plaaf in actual combat operations with its many conflicts india is gradually building powerful military capabilities in tune with its expanding geopolitical interests even as the eastern and western fronts are being strengthened to deter the twin pakistan china threat iaf is on the path to transform into a true aerospace power with the capability to rapidly deploy and operate at great distances as for the two front challenge apart from progressively basing sukhoi 30mki fighters and missile squadrons in the two theatres the plan also includes upgrading the airfields and advanced landing grounds in the sectors in order to give both defensive and offensive options it is important for india to realise the relevance of chinese achievements in space technologies and to critically view and analyse chinese achievements in the area of manned space missions in order to achieve further success in the space arena developments in cryogenic technology are important for india these should be pursued in order to develop the capability of launching 4 5 ton satellites which will help in achieving a greater commercial edge programmes like moon and mars missions using robotic technologies are also important in order to know more about the nature of resources especially minerals available on these bodies and undertaking their mining it is also important to work towards launching satellites for india's armed forces which will help gain an advantage over adversaries the book is an attempt to analyse the strategic importance of rising economic political and military stature of china with a view to understand its regional and global implications in a new world order as a rational actor in a chaotic world china will defend its security interests at all costs besides undertaking a comprehensive modernisation of its armed forces china is developing a series of offensive space capabilities while advocating the peaceful use of outer space the book will be of immense value not only to the readers of the countries in the immediate neighbourhood of china but to the strategic community across the globe since rise of china and other major asian players including india will shape the strategic international environment in the decades to come during this century it is hoped that the book will contribute to the understanding of the growing importance of integration of air and space and the fact that aerospace has truly become the new theatre of war and thereby establishing a new milestone in mankind's history of warfare the unifying space dimension will remain the single most important source for information and communication which can be used in multiple forms hence china's aerospace strategy and its implications for india assume greater military importance

Strategic Alliances in the Aviation Industry 2008-12

this book discusses the successful integration of values ergonomy and risk management to achieve corporate strategic goals companies are starting to focus on risk management and corporate sustainability but also value based approaches in order to stay competitive although constantly emerging techniques are making this task easier managing ergonomic based risks remain a challenge the book largely focuses on values ergonomy and risk management in the context of aviation business strategy offering insights into the principles of successful aviation business management using a value based approach it is a valuable resource for academics and postgraduate students as well as professionals in the aviation industry

China's Aerospace Strategy 2013-02-15

this work offering a simulation based on airline industry practice employs a microcomputer to analyze decisions made by the user and to assign airline ticket sales accordingly

Values, Ergonomics and Risk Management in Aviation Business Strategy 2019-11-17

soft landing airline industry strategy service and safety covers the immediate past present and future of the airline industry and its effects on consumers and the economy aviation receives a disproportionate amount of news coverage in the popular press not to mention chatter at cocktail parties and workplaces around the world and why not aviation represents a sector of the u s economy for example exceeded in size only by the real estate healthcare and automotive industries furthermore hundreds of millions of people fly each year including 80 million americans so we all have airline stories experiencing a delay and losing a business deal spending a night or three in the airport dealing with ornery airline personnel losing money on airline stocks or being involved in a near miss or as george carlin more accurately put it a near hit but things might be on the upswing knocked to its knees by 9 11 and a decade of falling revenue and rising losses the industry s flying cheap strategy and organizational efficiencies based partly on outsourcing have appear to have helped passengers and profitability return as this book explains we can look forward to better technology and infrastructure speedier and easier travel more effective and less invasive security measures and more jobs in the air and on the ground turbulence is always a possibility rising fuel costs economic uncertainty and future terror attacks could cause tumult once again plus airline companies intend to charge us extra for everything from the weight of our own bodies to use of the bathroom but as the industry has discovered we ll put up with that and more if we can make it to our destinations with bags intact and a smaller dent in our wallets soft landing will sort out the promise and perils facing the airlines analyze and articulate the potential impact of changes in the aviation industry on passengers airports governments the global economy and the airlines themselves give airline passengers worldwide an idea of what s ahead when it comes to airline service security and technology

Airline 1991

competition in air transport has been transformed by industry liberalization initiatives resulting in the emergence of a wide array of new airline start ups restrictions on low fares have been removed uniform control requirements have been established and legislation has facilitated the proliferation of low fare carriers and competition the new breed of independent low fare airlines lfas use market freedoms to shake up the industry s competitive dynamics and offer the customer the alternative of low prices and basic service a successful low fare business model requires a ruthless and relentless focus on cost cutting and increased operational productivity combined with an ability to generate and maintain a cash surplus and a cautious but steady fleet and route network expansion the mastery of these techniques has made southwest and ryanair industry leaders but others such as easyjet also have a proven record of profitability and market growth despite not always being the lowest cost or price providers in this comprehensive and topical study the author systematically provides a step by step approach to understanding the conditions and choices shaping airline competitiveness and an assessment of the nature of the low fare market a comprehensive study of the low fare airline sector s evolution and growth and arguments as to why the european low fare industry is here to stay despite the inevitability of a shake out reminiscent of the early 1980s in the usa unique insights into the success of low fare market leaders in europe north america and australasia and an examination of the experience of us new entrants in the post deregulations era to discern strategic lessons for their counterparts critical perspectives on strategic management principles and practices in modern airline companies discussing strategies for survival and comparing

competitive strategies for the main low fare airlines and their limitations key reasons for the robustness of the low fare business model during industry crises the book also determines the conditions and strategies that shape sustainable advantage for lfcs in highly competitive deregulated markets where established airlines seek to force out new entrants and considerable political interference remains moreover the book considers why during the airline industry crisis of late 2001 the market capitalizations of low fare leaders held steady in the wake of the us terrorist attacks while the major carriers on both sides of the atlantic were decimated cleared for take off is essential reading for airline executives aerospace manufacturers regulatory and government transportation agencies researchers or students of aviation management transport studies the travel industry and or corporate strategy

Soft Landing 2011-12-21

do you ever wonder why an airline s communication strategy can crash and burn in a crisis a lack of understanding an acceptable aviation communication strategy can in this fast world of social media ruin a company s credibility in the aviation industry aviation communication strategy and messages for ensuring success and preventing failures is the first go to book to reveal to everyone in the aviation industry how to stop an organization s communication strategy from becoming the tragedy after the tragedy that we ve seen so often in such instances after the media go home the economic political regulatory and legal effects can linger for years the strategies and messages in this book show how to prevent this along with the ultimate safety net used by those who have been successful readers will learn to prevent catastrophic communication mistakes with strategic templates for a wide array of scenarios as well as 25 specific techniques that give the actual words to use to deliver the book s messages this book is a must have for the international aviation business community as a tri functional induction training and reference tool

Cleared for Take-Off 2017-03-02

the aviation industry is a major driver of world trade as global markets and economies are constantly evolving practitioners and academics need more quality information and a broader perspective of aviation management rather than just silo based knowledge particularly if they wish to move up the management ladder and progress air transport management presents the dynamic shifts which have influenced structural changes in the aviation industry such as the emergence of low cost carriers these changes have transformed the market leading to deregulation and consolidation the author provides a viable road map aimed at giving students and managers in the aviation industry a rigorous understanding on how to manage strategically in complex and turbulent market conditions air transport management examines the airline industry structure in terms of entry barriers competition dynamics and competing business models with the inclusion of fascinating case studies this handbook assesses different business models used by international companies and proposes best fit management practices which airlines should follow in order to survive

Aviation Communication 2019-03-27

seminar paper from the year 2017 in the subject business economics business management corporate governance grade 1 7 university of applied sciences cologne course strategic corporate management language english abstract the purpose of this assignment was to analyse the lufthansa group s new strategy evaluate the opportunities and the weaknesses of this concept and to develop further recommendations for action

Air Transport Management 2019-11-03

strategic airline alliances are an important topic in airline management today stimulated by poor access of international airlines to large domestic markets such as the usa and eu and the increasing importance of network scope outright mergers of international airlines have proved to be difficult for political cultural and legal reasons making alliances the best available form to strengthen strategic positions and streamline networks however there are a number of difficulties associated with an alliance such as long term stability political climate cultural conflict and how much capital alliance partners should sink into the integration the main purpose of the book is to convey in an accessible form to a wide audience the results of recent academic research on strategic airline alliances the authors systematically cover policy regulation and consumer issues management marketing and strategic issues the mechanics of airline alliances the airline alliance group as an organisation in its own right different forms of alliances and clusters success and failure factors of airline alliances the book successfully provides an analytical framework for understanding the dynamics of airline alliance groups

examines both the level of the individual airline and the alliance group itself applies recent insights from organisation theory the readership includes airline managers policy makers academic researchers and others interested in evolving multilateral alliances it can also be used as a course book both in aviation management training and in more general modules on alliances for advanced students in air transport management

Strategic assessment of the Lufthansa Group's introduction of Eurowings and its associated new strategy 2017-03-31

essay from the year 2012 in the subject business economics business management corporate governance northumbria university course bachelor of arts in human resources management language english abstract the commercial airline is an extremely competitive safety sensitive high technology service industry people employees and customers not products and machines must be an arena of organization s core competence sustaining airline profitability ensuring safety and security and developing adequate air transportation infrastructure are the important challenges to the airlines in the following chapters the strategic reasons that lead singapore airline sia success will be discuss with strategic frameworks

Managing Strategic Airline Alliances 2017-03-02

this valuable volume reprints the most important and influential journal articles and papers on aviation management with an extensive introduction by the editor the volume is designed to improve access to the journal literature for libraries expanding their collections and provide scholars with a convenient and authoritative reference source tom lawton selects the best of the management literature in this area from the top journals as well as including harder to find articles in the wider strategic management literature the volume will be essential reading for all scholars and students interested in aviation management issues as well as those working in the industry who want a snapshot of current thinking in the field

Sustaining Airline Profitability. Strategic Management and Leadership 2016-10-13

aviation networks play a critical role in the success of today s airlines and airports this book provides insight on all aspects of modern network strategies and structures ranging from market research to hub design operations organization alliances benchmarking and antitrust issues considering both the airline and the airport perspectives the book explains the economics of connectivity or productivity driven hub structures through basic mathematics which helps the reader to comprehend the structural strengths and weaknesses of aviation networks more than 100 charts help clarify the topics at hand

Strategic Management in Aviation 2017-05-15

the evolution of the us airline industry discusses the evolution of the hub and spoke network system and the associated price discrimination strategy as the post deregulation dominant business model of the major incumbent airlines and its breakdown in the early 2000s it highlights the role that aircraft as a production input and the aircraft manufacturers strategy have played in shaping this dominant business model in the 1990s fierce competition between airbus and boeing and plummeting new aircraft prices in the early 2000s have fueled low cost competition of unprecedented scope that destroyed the old business model the impact of the manufacturers strategy on these trends has been overlooked by industry observers who have traditionally focused on the demand for air travel and labor costs as the most critical elements in future trends and survivability of major network airlines the book debates the impact and merit of government regulation of the industry it examines uncertainty information problems and interest group structures that have shaped environmental and safety regulations these regulations disregard market signals and deviate from standard economic principles of social efficiency and public interest the evolution of the us airline industry also debates the applicability of traditional antitrust analysis and policies which conflict with the complex dynamics of real life airline competition it questions the regulator s ability to interpret industry conduct in real time let alone predict or change its course towards a desirable direction the competitive response of the low cost startup airlines surprised many antitrust proponents who believed the major incumbent airlines practically blocked significant new entry this creative market response in fact destroyed the major incumbents power to discriminate pricing a task the antitrust efforts failed to accomplish

Networks in Aviation 2010-10-07

drawing on recent developments in the services management strategic management and brand management literatures this stimulating and well illustrated book presents critical new approaches to developing customer centered airline strategies designed for a wide audience of aviation management students and professionals it acts as a linking text using a services management approach to integrate strategy marketing human resources management and operations written in an accessible and practical style it is the first book to draw together a broad range of knowledge from contemporary management fields to produce a framework specifically relevant to the airline industry it is an unparalleled resource for students and airline managers alike

The Evolution of the US Airline Industry 2005-07-13

thesis m a from the year 2009 in the subject business economics business management corporate governance grade 1 3 schalkalden university of applied sciences language english abstract therefore the first chapter in this paper is going to have a look at the developments of the international airline industry in europe here we are going to have a look at the historical development it is going to be described in detail how the deregulation and liberalization in europe happened and what changes have been put in place the liberalization packages are going to be described in detail and the outcomes of the liberalisation and deregulation are going to be stated in chapter three the lcc s are going to be introduced here we are going to have a quick introduction on what no frill means in the context of air travel further the development of lcc s in europe is going to be shown after that there is going to be a focus on the development of lcc s in germany here the airlines which operate in germany are going to be stated and how they have developed over the years chapter four is going to focus on the marketing strategy of lcc s in europe and how they operate this chapter focuses on how they operate how they choose their network and fleet also important is to find out what their target market is and how they manage their sales and pricing strategy this chapter gives a detailed explanation on how such airlines function after having had a look at the lcc s strategy chapter five focuses on the effects such airlines have on secondary airports also this chapter describes what regional effects such an airport has on its surrounding in chapter six the airport frankfurt hahn stands in the centre of discussion this chapter describes the several development stages of frankfurt hahn in terms of terminal or runway extension and passenger development also this chapter analyses the catchment area of frankfurt hahn and its infrastructure after havi

Airlines: Managing to Make Money 2017-05-15

the boom of internet is causing another industrial revolution it is necessary for chinese airlines to develop e business in order to keep their competitive advantages china southern airlines is the first chinese airlines to enter e business sector and is fairly successful in chinese civil aviation market however comparing with british airways current e business strategy in this company quite falls behind after a strategic analysis it is clearly that e business is a profitable strategy for china southern airlines and should be applied further it is quite urgent for china southern airlines to enlarge and improve its e business strategies so that it can consolidate its leading position in this market segment therefore some reasonable future strategic choices are put forward and a recommendation is given on the other hand the explosion of chinese economy provides a rapid growth of air traffic world widely british airways and other foreign airlines would increase their profits significantly from chinese air market

The No Frills Strategy of Low-Cost Carriers 2009-11

easy to start up and use even for readers with no computer experience this windows based strategic management simulation turns individuals into teams with the responsibility of running a regional airline by analyzing a company s history financial reports and other information provided the teams make decisions concerning hiring forecasting suppliers to use costs etc teams are challenged to establish objectives plan the strategy to accomplish those objectives and then operate the airline on a quarter by quarter basis each team s decisions are input into a computer which acts as the flying public and assigns sales to each firm based on the decisions each has made team members are shown how to keep adequate records analyze happenings and develop relationships effectively organize the team and delegate the work for use by various organizations promoting team building strategic management and marketing strategy

A Strategic Analysis of Chinese Airline Industry under Online Environment 2018-03-29

this book provides a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic industry experts from aviation practice and management in addition to acknowledged scholars contribute to this volume and combine academic expertise with economic and business perspectives in an unprecedented way for the aviation field the focus is not restricted to passenger airlines the five parts of the book additionally include chapters on alliance management and formation strategic issues for air freight carriers and airport companies as well as impacts the airline industry exerts on its environment the book combines both concepts and results from recent academic research with applications and case studies from major industry players readership includes academics students on advanced aviation courses senior aviation professionals in airline airport and supplier companies international organizations and governmental agencies

Airline 2002

trb s airport cooperative research program acrp report 20 strategic planning in the airport industry explores practical guidance on the strategic planning process for airport board members directors department leaders and other employees aviation industry associations a variety of airport stakeholders consultants and other airport planning professionals and aviation regulatory agencies a workbook of tools and sequential steps of the strategic planning process is provided with the report as on a cd the cd is also available online for download as an iso image or the workbook can be downloaded in pdf format

Strategic Management in the Aviation Industry 2017-05-16

master s thesis from the year 2010 in the subject business economics business management corporate governance grade merit keele university language english abstract following the financial losses in 1990 ryanair still had the courage to be the first european carrier to restyle itself into a low cost airline model which was base on the successful southwest airlines in america since then ryanair turned out to be the europe s most profitable airline ironically once outperforming southwest in profit margin percentages money cnn com 2006 clearly ryanair s adopted business model played the key role in its achievements and there is more to than just copying another airline s tactics in this essay we shall discuss ryanair s strategic approach from a perspective of the core competencies together with the related competitive strategy that they have implemented by it

Strategic Planning in the Airport Industry 2009

2011 updated reprint updated annually us aviation industry strategic developments and statistics yearbook

Ryanair's strategy from a perspective of core competencies 2010-11-09

this book aims to provide comprehensive coverage of the field of air transportation giving attention to all major aspects such as aviation regulation economics management and strategy the book approaches aviation as an interrelated economic system and in so doing presents the big picture of aviation in the market economy it explains the linkages between domains such as politics society technology economy ecology regulation and how these influence each other examples of airports and airlines and case studies in each chapter support the application oriented approach students and researchers in business administration with a focus on the aviation industry as well as professionals in the industry looking to refresh or broaden their knowledge of the field will benefit from this book

US Aviation Industry Strategic Developments and Statistics Yearbook Volume 1 Strategic Information, Programs and Developments 2008-03-03

this paper began with a brief history of the development of the airplane and the airline industry in the united states and europe use of aircraft for mail delivery and

passenger travel was discussed as well as political environments and stages of development which led to the emergence of airlines themselves as airlines developed and international travel became common international political considerations of this activity were examined this activity impacted the development of use of strategic alliances in the airline industry market based economics were discussed and the permitted level of cooperative effort among the airlines was examined from a historical and current point of view to determine the impact of strategic alliances in the air transport industry a detailed examination of the structure and operational aspects of two member airlines in a newly formed alliance was conducted using historical and current information from industry sources in english and french each member airline delta air lines and air france was examined with comparative reasoning in order to evaluate their operations in a standardized fashion the analysis chapter an evaluation of the effectiveness of the strategic alliances the member airlines had formed was conducted using objective industry wide criteria this analysis led to a conclusion that strategic alliances in the air transport industry are beneficial and essential to provide an anywhere to everywhere service to customers abstract

Aviation Systems 2011-08-17

this book offers the first comprehensive exploration of frequent flyer programs by combining academic research with extensive insights and examples from the actual business world it explores the key drivers and strategies of airline loyalty marketing today in an unprecedented manner strategy in airline loyalty also explores how the programs have evolved over time from marketing programs to financial powerhouses identifying both the catalysts for change as well as the strategic options and underlying trade offs available to airlines covering diverse angles ranging from behavioral economics to accounting and structural design the book reviews every core aspect of frequent flyer programs and offers extensive frameworks and definitions the book provides a useful and complete reference for researchers and helps those interested in frequent flyer programs to develop a better understanding of their past present and future

International Aviation Strategic Plan 1984

on the german passenger market airlines approach different business concepts in order to cope with the threats and to be successful the case of the lufthansa passenger airline and its subsidiary germanwings has been discussed many times currently together they have implemented a restructured concept of the low cost carrier germanwings in order to overcome their weaknesses the purpose of this paper is to evaluate the potential of economic success of this strategy change therefore the paper comprises three main areas the first one is the theoretical part which explains the differences between full service network carriers low cost carriers regional carriers and leisure carriers secondly the analysis takes place by applying porter's five forces model subsequently the strengths and weaknesses of the lufthansa passenger airline and germanwings are highlighted and the new business concept is introduced finally all findings are put into relation using the swot analysis

Skyteam 2000

airline is the first strategy simulation based on a service industry it is based on an actual case of a small airline as deregulation in the industry began p 1

Strategy in Airline Loyalty 2017-10-09

airport marketing examines the management vision of airport marketing in the post september 11th environment presenting in depth analysis of current airport management practices for both aviation and non aviation related activities the aviation related activities section covers how an airport as a company develops its own marketing relationship with carriers and in a broader sense with all actors within the air transport pipeline with the aim of increasing the number of intermediate clients consistent with its chosen positioning the non aviation related section by contrast focuses on how best in class airports have been developing new powers of attraction to customers in their regions well beyond the simple concept of airport retailing by use of the so called commercial airport model finally the impact of september 11th is shown in terms of increased security measures and the future of the aviation industry as a whole an analysis of worldwide airport industry is provided in the final chapter airport marketing is essential reading for airport managers government agencies airlines consultants contributors advisors and sub contractors to this industry as well as both undergraduate and graduate level aviation students

A Portfolio Management Approach to Strategic Airline Planning 1997

research paper undergraduate from the year 2017 in the subject business economics business management corporate governance grade 2 1 cardiff metropolitan university language english abstract the purpose of this paper is to answer three questions of the case study the text is strictly associated with the prosperity of alliances therefore the term strategic alliance will be explained in the first instance furthermore the business tool such as pestle which is utilized to analyse the airline environment will be highlighted it will be proven that the airlines prosperity strictly depends on political legal economic social technological and environmental factors in addition the alternative strategy for airlines such as mergers will be introduced the examples of the airline mergers such as delta northwest and air france klm will be emphasized finally the shared management which is applied by star alliance will be critically evaluated

Strategic Marketing Approaches Within Airline Management: How the Passenger Market Causes the Business Concepts of Full Service Network Carriers, Low Cost Carriers, Regional Carriers and Leisure Carriers to Overlap 2014-06

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