

Airline Industry Relationship Between Perceived Service Quality Customer Satisfaction And Behavior Intention In Airline Industry

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Tourism Destination Quality - Arthur Seakhoa-King 2020-11-27

Tourism Destination Quality: Attributes and Dimensions critically compares dimensions of tourism destination quality established in the TDQ study with dimensions of product quality, service quality, place quality and destination service/product quality.

Sustainable Education and Development Joseph N. Mojekwu 2021-04-16

This book presents papers from the 9th Applied Research Conference in Africa (ARCA), showcasing the latest research on sustainable education and development. The conference is focused on applied research discussion and its dissemination, developing understanding about the role of research and researchers in the development of the continent. ARCA gathers papers which explain how key education is to transforming lives, eradicating poverty and driving sustainable development in Africa. Presenting high quality research about

developing economies, construction, education and sustainability, this proceedings will be of interest to academics, postgraduate students, and industry professionals.

Information and Communication Technologies in Tourism 2021 - Wolfgang Wörndl 2021-01-11

This open access book is the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 28th Annual International eTourism Conference, which assembles the latest research presented at the ENTER21@yourplace virtual conference January 19-22, 2021. This book advances the current knowledge base of information and communication technologies and tourism in the areas of social media and sharing economy, technology including AI-driven technologies, research related to destination management and innovations, COVID-19 repercussions, and others. Readers will find a wealth of state-of-the-art insights, ideas, and case studies on how

information and communication technologies can be applied in travel and tourism as we encounter new opportunities and challenges in an unpredictable world.

Driving Customer Appeal Through the Use of Emotional Branding - Garg, Ruchi

2017-09-13

The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship with them at the same time, to ensure future sales. *Driving Customer Appeal Through the Use of Emotional Branding* is a critical scholarly resource that examines the responses consumers have to differing advertising strategies, and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs,

business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business.

Marketing of High-technology Products and Innovations Jakki J. Mohr 2010

For undergraduate and graduate courses on marketing high-tech products. Provide Your Students with the Vital Information They Need to Successfully Market High-tech Products *Marketing of High-Technology Products and Innovations* is the only text on the market that focuses on the unique marketing challenges that surround high-tech products and service.

The Third Edition retains all the same concepts and materials of previous editions and includes comprehensive coverage of the latest academic research and leading-edge business practices. "

Strategic Marketing Management and Tactics in the Service Industry - Sood, Tulika

2017-03-20

Customer satisfaction is a critical factor to the

potential success or failure of a business. By implementing the latest marketing strategies, organizations can better withstand the competitive market. Strategic Marketing Management and Tactics in the Service Industry is an essential reference publication that features the latest scholarly research on service strategies for competitive advantage across industries. Covering a broad range of topics and perspectives such as customer satisfaction, healthcare service, and microfinance, this book is ideally designed for students, academics, practitioners, and professionals seeking current research on best practices to build rapport with customers.

Sustainable Finance, Digitalization and the Role of Technology - Bahaaeddin Alareeni
2022-07-13

This book constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of Business & Technology (EMABT),

held in Istanbul, between 06–07 November 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management, entrepreneurship, and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and

organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, innovation, legal issues, business ethics, and firm governance, managerial accounting and firm financial affairs, non-traditional research, and creative methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to appreciate.

Evolution of International Aviation Diana L. Rhoades 2016-04-15

The purpose of this book is twofold. First, it lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at

the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. These choices include many dichotomies: pulling back from the trend toward liberalization or embracing the liberalization trend, merging in search of profitability or fragmenting the industry in search of economies. These possible futures are explored including the pros and cons of each future from a national, consumer, employer, and employee perspective. As with the previous two editions, *Evolution of International Aviation* reviews the historical development of the international aviation system. From this foundation it then provides an updated and expanded account of the current state of the aviation and aerospace industry including profitability, consolidation, and merger activity. New to this edition, the book broadens the coverage of the industry segments - airlines, air cargo, and manufacturing - to include the emerging commercial space sector. It also

emphasizes the relationship between aviation and the political process, exploring the sustainability of this mode of transportation in a world of climate change, high oil prices, and political instability. Because this book is intended for both the interested amateur and the more serious student, references are provided in the text and at the end of each chapter to allow for further in-depth study. The third edition also adds to each chapter a set of learning objectives and a concluding series of questions for discussion.

The Routledge Companion to Air Transport Management - Nigel Halpern 2018-01-31

The Routledge Companion to Air Transport Management provides a comprehensive, up-to-date review of air transport management research and literature. This exciting new handbook provides a unique repository of current knowledge and critical debate with an international focus, considering both developed and emerging markets, and covering key sectors

of the air transport industry. The companion consists of 25 chapters that are written by 39 leading researchers, scholars and industry experts based at universities, research institutes, and air transport companies and organisations in 12 different countries in Africa, Asia-Pacific, Europe and North America to provide a definitive, trustworthy resource. The international team of contributors have proven experience of research and publication in their specialist areas, and contribute to this companion by drawing upon research published mainly in academic, industry and government sources. This seminal companion is a vital resource for researchers, scholars and students of air transport management. It is organised into three parts: current state of the air transport sectors (Part I); application of management disciplines to airlines and airports (Part II); and key selected themes (Part III).

Service Marketing Strategies for Small and Medium Enterprises: Emerging Research

and Opportunities - Rahman, Muhammad Sabbir 2018-12-04

The contribution of small and medium enterprises (SMEs) is acknowledged as an influential engine to economic growth. However, the biggest challenge faced by these SMEs is the lack of competitive service offerings for their target customers due to unstandardized products and a lack of consumer engagement and strategies. *Service Marketing Strategies for Small and Medium Enterprises: Emerging Research and Opportunities* is an essential reference source that provides guidelines on how SMEs can achieve sustainability through positive marketing outcomes and effective customer services. Featuring research on the assessment of SMEs' customer service expectation, listening to customers through qualitative research, service quality model and its marketing implications, integrated marketing communications for SME environments, effective service encounters, and relationship

developing strategies for SMEs, this publication provides new models for managers, industry professionals, academicians, and researchers.

Transforming E-Business Practices and Applications: Emerging Technologies and Concepts - Lee, In 2009-12-31

Transforming E-Business Practices and Applications: Emerging Technologies and Concepts presents an integrated view of the latest issues and technologies evolving from business transactions and support.

Aviation Systems Andreas Wittmer 2011-08-17

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.

Service Quality Management in Hospitality, Tourism and Leisure Connie Mok 2013-01-11

Does your staff deliver the highest quality service possible? Customers today expect a very high overall level of service in hospitality, tourism, and leisure. Competition in these fields will thus be driven by strategies focusing on quality of service to add value, as opposed to product or price differentiation. *Service Quality Management in Hospitality, Tourism, and Leisure* highlights concepts and strategies that will improve the delivery of hospitality services, and provides clear and simple explanations of theoretical concepts as well as their practical

applications! Practitioners and educators alike will find this book to be invaluable in their businesses and in preparing students for the business world. This essential book provides you with clear, comprehensive explanations of theoretical concepts and methods that will give you the competitive edge in this fast-changing field. Topics covered include: services management marketing operations management human resources management service quality management *Service Quality Management in Hospitality, Tourism, and Leisure* brings together an array of pertinent materials that will measure and enhance customer satisfaction and help you provide superior hospitality services, and groups them in easy-to-use clusters for quick reference.

Global Intermediation and Logistics Service Providers Saglietto, Laurence 2017-01-18

As modern organizations become more globalized and diverse, they require additional assistance to maintain effective workflows. With

the support of intermediary partners, businesses can enhance their various management processes. Global Intermediation and Logistics Service Providers is a comprehensive reference source for the latest scholarly material on outsourcing strategies in contemporary business environments and examines the role of intermediaries in the dynamics of decision-making and process management. Highlighting pivotal discussions across a myriad of relevant topics, such as open innovation, competitive advantage, and social capital, this book is ideally designed for professionals, practitioners, researchers, and students interested in the impact of service providers within industrial organizations.

Innovative Computing - Chao-Tung Yang
2020-09-25

This book gathers peer-reviewed proceedings of the 3rd International Conference on Innovative Computing (IC 2020). This book aims to provide an open forum for discussing recent advances

and emerging trends in information technology, science, and engineering. Themes within the scope of the conference include Communication Networks, Business Intelligence and Knowledge Management, Web Intelligence, and any related fields that depend on the development of information technology. The respective contributions presented here cover a wide range of topics, from databases and data mining, networking and communications, the web and Internet of Things, to embedded systems, soft computing, social network analysis, security and privacy, optical communication, and ubiquitous/pervasive computing. Readers such as students, researchers, and industry professionals in the fields of cloud computing, Internet of Things, machine learning, information security, multimedia systems, and information technology benefit from this comprehensive overview of the latest advances in information technology. The book can also benefit young investigators looking to start a

new research program.

Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector - Ramos, Célia M.Q. 2019-12-27

Tourists frequently rely on social networks to provide information about a product or destination as a decision support tool to make adequate decisions in the process of planning a trip. In this digital environment, tourists share their travel experiences, impressions, emotions, special moments, and opinions about an assortment of tourist services like hotels, restaurants, airlines, and car rental services, all of which contribute to the online reputation of a tourist destination. The Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector is a fundamental reference source that provides vital theoretical frameworks and the latest innovative empirical research findings of online social media in the tourism industry. While highlighting topics such as e-business, mobile marketing, and smart

tourism, this publication explores user-generated content and the methods of mobile strategies. This book is ideally designed for tour developers, travel agents, restaurateurs, hotel management, tour directors, entrepreneurs, social media analysts, managers, industry professionals, academicians, researchers, and students.

Service Research and Innovation - Ho-Pun Lam 2019-10-05

This book constitutes revised selected papers from the Australasian Symposium on Service Research and Innovation, ASSRI 2018. The conference was held in two parts on September 6, 2018, in Sydney, Australia, and on December 14, 2018, in Wollongong, Australia. The 9 full and 2 short papers included in this volume were carefully reviewed and selected from a total of 26 submissions, covering a variety of topics related to service-oriented computing and service science. The book also includes 3 keynote papers.

Public Transport Passengers' Behavioural Intentions - Sik Sumaedi 2014-01-22

This book is based on the behavioural intention of public transport passengers and the relationship between those factors in Indonesia. The conceptual model in this book explains behavioural intentions of paratransit passengers which can result in recommendations to unravel the complexity of the congestion problem from consumer behaviour perspective. Based on the results of survey research on behavioural intention of public transport users in Jabodetabek, Indonesia, the result of the study is presented in a model that describes the factors that influence. This book is recommended for academics who wish to gain knowledge about the phenomenon of consumer behaviour, for regulators whose duty is to make a decision and determine the strategic steps to overcome congestion and researchers who want to develop their knowledge and provide solutions related to congestion from the perspective of consumer

behaviour.

Research Anthology on Microfinance Services and Roles in Social Progress - Management Association, Information Resources 2022-09-23
Microfinance has emerged as a growing field as more businesses discover the benefits and opportunities it provides. To ensure that microfinance is utilized appropriately, further study on the best practices and difficulties is required. The Research Anthology on Microfinance Services and Roles in Social Progress considers the ways in which microfinance can be utilized to achieve social progress as well as the challenges and opportunities of this area. Covering key topics such as income, small businesses, entrepreneurship, and credit, this major reference work is ideal for industry professionals, government officials, computer scientists, entrepreneurs, business owners, managers, policymakers, researchers, scholars, practitioners, instructors, and students.

Current Issues in Hospitality and Tourism - A. Zainal 2012-08-22

Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence, it is imperative that we have an understanding of the present issues so that we are able to remedy problems.

Review of Marketing 1990 - Valarie A. Zeithaml 2012

Proceedings of the 5th International Conference on Economic Management and Green Development - Xiaolong Li 2022

The proceedings consist of papers accepted by the 5th ICEMGD, which are carefully selected and reviewed by professional reviewers from corresponding research fields and the editing committee of the conference. The papers have a diverse range of topics situated at the

intersecting field of Economic Management, Public Administration and Green Development. ICEMGD is working to provide a platform for international participants from fields like macro- and microeconomics, international economics, finance, agricultural economics, health economics, business management and marketing strategies, regional development studies, social governance, and sustainable development. This proceedings volume, together with the conference, looks forward to spark inspirations and promote collaborations. It will be of interest to researchers, academics, professionals and policy makers in the field of economic management, public administration, and development studies. Due to COVID-19, ICEMGD was held online on 12-17 August, 2021.

Loyalty Management in the Airline Industry - Ben Beiske 2002-05-29

Inhaltsangabe: Abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of

the airline industry and will show that a successful approach to Loyalty Management consists of three different, interlinked aspects. These three pillars are Customer Service, Frequent Flyer Programs, and Complaint Management; their interdependence will be analysed in depth, with special attention given to the perceived importance of Frequent Flyer Programs. Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining

importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after-effect on customer loyalty.

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Marketing Dynamism & Sustainability: Things Change, Things Stay the Same... - Leroy Robinson, Jr. 2014-11-05

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing

in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2012 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, entitled Marketing Dynamism & Sustainability: Things Change, Things Stay the Same.

Electronic Business: Concepts, Methodologies, Tools, and Applications -

Lee, In 2008-12-31

Enhances libraries worldwide through top research compilations from over 250 international authors in the field of e-business.

Theory and Practice in Hospitality and Tourism Research - Salleh Mohd Radzi 2014-08-12

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including: - Hospitality management - Hospitality & tourism marketing - Tourism management - Technology & innovation in hospitality & tourism - Foodservice & food safety - Gastronomy The book will be of interest to postgraduate students, academics and professionals involved in the fields of hospitality and tourism.

Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry - Calvin

Monroe 2014-02-28

Bachelor Thesis from the year 2012 in the subject Business economics - Operations Research, grade: A, King`s College London, language: English, abstract: Norwegian airline operator has been offering airline services for quite a long time, frequently among the Scandinavian countries. However, the condition for service quality has been deteriorating for the last couple of decade. Despite the many researches done to dig out the factors that could be adjusted to favour service quality, not much has been seen to change. This study was aimed at conducting an exploratory survey in the grounds of the Norwegian company to find out the recommendations for the company's quality service. We issued self-governed questionnaires to the customers at the waiting room, who were rather waiting for flight take off. A focus group discussion was also conducted by the group to engage the passengers in a dialogue that involved customer service quality expectations

and perceptions. During the survey period which took six days, we interacted with the customers and show them the need for their genuine response towards the questions asked. A well elaborated questionnaire was distributed to the customers who answered them as they awaited the operator services. The customers answered the questions at their own pace, giving their opinions independently. The sampled population was made-up of 120 customers taking on flights among the Scandinavian countries at Oslo Airport. The answers were analysed and deductions made from the analysis. The services expected offered by the company were rated along with the customers' expectations and that was what could only measure customer satisfaction for services offered by Norwegian airline service. SERVQUAL system was used to calculate the relationship between customer expectations and perceptions. Some mathematical implications of mean and standard deviations also added some weight on the

relationship between the company's present status and customer perception.

Industrial Engineering in the Big Data Era - Fethi Calisir 2019-01-23

This book gathers extended versions of the best papers presented at the Global Joint Conference on Industrial Engineering and Its Application Areas (GJCIE), held in Nevsehir, Turkey, on June 21-22, 2018. They reports on industrial engineering methods and applications, with a special focus on the advantages and challenges posed by Big data in this field. The book covers a wide range of topics, including decision making, optimization, supply chain management and quality control.

Proceedings of IAC-MEM 2015 - collective of authors 2015-07-05

The Circular Economy and Its Implications on Sustainability and the Green Supply Chain - Akkucuk, Ulas 2019-01-18

In the modern world, solid and liquid waste

deposits are mounting due to increasing populations and wealth. Businesses are therefore being put under pressure to pay attention to the environmental and resource consequences of the products they produce and the services they deliver. The Circular Economy and Its Implications on Sustainability and the Green Supply Chain is a collection of innovative research on methods of extending biological cycles found in nature to technological cycles where goods, when disposed properly, are converted into new products in an environmentally efficient way. It examines current research on how to deal with the waste resulting from human activities, the relationship between environmental and human health, and international legislation on waste management. This book is ideally designed for economists, managers, practitioners, academicians, researchers, and students.

Brand Loyalty in Bangladesh - Dr. Md. Uzir Hossain Uzir 2021-05-06

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book shoed the investigation of the effect of customer

satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand

management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference

- Michael Levy 2015-01-29

This volume includes the full proceedings from the 1993 Academy of Marketing Science (AMS) Annual Conference held in Miami Beach, Florida. The research and presentations offered in this volume cover many aspects of marketing

science including marketing strategy, consumer behavior, business-to-business marketing, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

The Airline Industry - 2006

The Airline industry has been under increasing pressure recently, from the increased competition of low-cost airlines and the terrorist events of 2001 to name but a few. Various US airlines, including Delta and Northwest, have been declared bankrupt, oil prices have soared, and seat prices are still being forced down, the supply far outweighing the demand. This e-book looks at recent case studies of airlines in crisis (Continental Airlines), and also airlines which have excelled at expansion during this turbulent time such as Easyjet and Ryanair, and offers examples of successful strategies previously used. The collection also features interviews with high-profile figures from airlines such as Go!, Qatar Airways and SWISS International Airlines.

Challenging in Delivering Quality Services -

Calvin Monroe 2014-03

Bachelor Thesis from the year 2012 in the subject Business economics - Operations

Research, grade: A, Kings College London, language: English, abstract: Norwegian airline operator has been offering airline services for quite a long time, frequently among the Scandinavian countries. However, the condition for service quality has been deteriorating for the last couple of decade. Despite the many researches done to dig out the factors that could be adjusted to favour service quality, not much has been seen to change. This study was aimed at conducting an exploratory survey in the grounds of the Norwegian company to find out the recommendations for the company's quality service. We issued self-governed questionnaires to the customers at the waiting room, who were rather waiting for flight take off. A focus group discussion was also conducted by the group to engage the passengers in a dialogue that involved customer service quality expectations and perceptions. During the survey period which took six days, we interacted with the customers and show them the need for their genuine

response towards the questions asked. A well elaborated questionnaire was distributed to the customers who answered them as they awaited the operator services. The customers answered the questions at their own pace, giving their opinions independently. The sampled population was made-up of 120 customers taking on flights among the Scandinavian countries at Oslo Airport. The answers were analysed and deductions made from the analysis. The services expected offered by the company were rated along with the customers' expectations and that was what could only measure customer satisfaction for services offered by Norwegian airline service. SERVQUAL system was used to calculate the relationship between customer expectations and perceptions. Some mathematical implications of mean and standard deviations also added some weight on the relationship between the company's present status and customer perce
Corporate Governance, Sustainability, and

Information Systems in the Aviation Sector, Volume I - Kasım Kiracı 2022-10-26

This book delves into corporate governance, sustainability, and information systems related to the aviation sector. Due to globalization and rise in cross-border business, the aviation sector has become an essential means of transport. However, the industry has tremendous impact on social, economic, and natural environments and carries significant risks. The book explores such issues plaguing the aviation sector under three key areas: CSR and sustainability, information systems and risk management, and corporate governance and accountability in the airline industry. The book concludes with an analysis of the impact of COVID-19 crisis on the industry and ways to respond and recover from the effects of the pandemic.

Strategic Management for the Hospitality and Tourism Industry - Vincent Sabourin
2021-12-28

This vital volume clearly explains cutting-edge

theories and views on strategic management in applied management fundamentals in the hospitality and tourism industry. The author discusses the latest in strategic thinking and provides information on implementing models within specific contexts, such as culture and profit and nonprofit organizations. He also looks at the political, economic, social, and technological changes that significantly affect tourism and hospitality. The volume is distinguished by its thoughtful analysis and review of related hospitality case studies and the management approaches employed and sheds light on ever-the emerging management and operation issues in the tourism and hospitality sector. The book employs an abundance of case studies that illustrate the concepts and models discussed, with examples from such heavyweights in the industry as Disney and Euro Disney, Aer Lingus, British Airways, Four Seasons, Holiday Inn, Marriot, Sofitel, Starwood Hotels, and more. Key features of the book

include: Cutting-edge approach: Applies advanced and recent strategic management views to the tourism and hospitality field. Critical treatment: Provides critical discussions about whether and how strategic models/theories can be applied in the hospitality and tourism field. Sensitive to specific contexts: As the tourism and hospitality industry has become one of the largest industries worldwide, discusses how strategic management concepts can be applied in different cultures and profit and nonprofit tourism organizations. Extensive case studies: Provides supporting case studies related to the strategy content, context, and process from international industries such as Aer Lingus, Accor, Marriott and Ryanair. Organization of the book: Each of the chapters within the case study sections employs a thorough pedagogic structure consisting of a concise introduction, examples and case analysis, discussion points, exercises, and further reading. This book is designed to

provoke thought and debate about strategic management and myriad other issues. It will be valuable for students, academics, universities offering hospitality and tourism, and hospitality and tourism professionals.

Successful Customer Relationship Management Programs and Technologies: Issues and Trends
Eid, Riyad 2012-03-31

"This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"--Provided by publisher.

SATISFACTION INDEX OF THE EMPLOYEES AND PASSENGERS OF INDIAN AIRLINES - Dr Dipamitra

Hospitality and Tourism Norzuwana Sumarjan
2013-11-18

Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International

Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 23 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below:-

Factors influencing customer satisfaction and behavioral intention. The airline industry in Malaysia - Yusuf Balarabe

Abdullahi 2021-03-19

Master's Thesis from the year 2019 in the subject Business economics - Customer Relationship Management, CRM, grade: 3.6, Limkokwing University of Creative Technology, language: English, abstract: The main essential piece of this research would be the factors perceived value, perceived service quality, and brand image as they are the most powerful factors that influence customer satisfaction and Behavioural intentions in airline industry in Malaysia. A change in outlook was recorded as far as the simplicity of transportation and unwavering quality of the airlines companies

over the globe. The airline industry has assumed a vital part in the worldwide economy particularly in filling in as an indispensable segment in the tourism industry and stays fundamental to the lead of universal business. The primary worry of any airlines partnership would dependably be satisfying the customers' needs by giving advantages and services at the highest point of its class. Customer satisfaction and Behavioural intentions stay basic in reflecting deals gainfulness and maintainability of the firm. This makes a consideration for the scientists to explore the key factors that influences the customer satisfaction and Behavioural intentions in airline industry. Consequently, this examination intends to decide the criticalness of contributing factors toward customer satisfaction and Behavioural intentions in minimal effort bearers (Low cost carriers) and full-service transporters in Malaysia. The reason for this investigation was to look at factors that impact the customer satisfaction and

Behavioural intentions in airline industry. The information for this investigation was gathered utilizing overview poll. For this examination, the focused on populace is business or potentially relaxation voyagers who have flight encounter either with Low cost carriers or Full service carriers. An example populace of 200 understudies was conveyed to travelers who had no less than one flight involvement with either Low cost carriers or Full service carriers. The

information was accumulated from travelers who were sitting tight for their flights in Kuala Lumpur International Airport (KLIA) and Low Cost Carrier Terminal (LCCT). Also, the factual bundle for Social Sciences (SPSS) is being utilized to break down the information gathered all through the study. A couple of proposals are displayed to propose gainful recommendations and call for additionally ponders.