



**10th Annual Conference of the  
EuroMed Academy of Business**

**Global and national business theories and practice:  
bridging the past with the future**

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# **10th Annual Conference of the EuroMed Academy of Business**

CONFERENCE READINGS  
BOOK PROCEEDINGS

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## **Global and national business theories and practice: bridging the past with the future**

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All full papers and abstracts submitted to the EMRBI Conference are subject to a peer reviewing process, using subject specialists selected because of their expert knowledge in the specific areas.

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## FOREWORD

The Annual Conference of the EuroMed Academy of Business aims to provide a unique international forum to facilitate the exchange of cutting-edge information through multidisciplinary presentations on examining and building new theory and business models for success through management innovation.

It is acknowledged that the conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

This year the conference attracted over 270 people from over 50 different countries. Academics, practitioners, researchers and Doctoral students throughout the world submitted original papers for conference presentation and for publication in this Book. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts involving all functional areas of business.

## **ACKNOWLEDGEMENT**

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It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Track Chairs and Reviewers for reviewing the many papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success.

The last but not the least important acknowledgment goes to all those who submitted and presented their work at the conference. Their valuable research has highly contributed to the continuous success of the conference.

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## COMPETITIVE ADVANTAGE IN AIRLINE MANAGEMENT

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### ABSTRACT

The airline industry is characterized by challenges in its management strategies, operating in an interesting environment.

First of all, the demand for transport of passengers and goods is increasing significantly: it is a growing sector. Secondly, the intervention of state authorities is strong (landing rights, flight paths, prices, ownership of capital). Most of all, the method of competition influences strategies: hub and spoke, or point-to-point routes? Finally, digital innovation is engaging audiences and improving customer experience.

The nature of the sector, in particular the fact that the plants are "mobile," gives alliances based on shared code, marketing, terminals, airports and reservation systems. There are many alliances in this industry and their popularity is growing.

This paper analyzes the main key performance indicators for airlines, and the most important issue in Airline management.

*Keywords :airline management competitive advantage, , strategic alliances,*

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