

عنوان مقاله:

Optimizing Sustainability Strategies in the Airline Industry : A KPI-Driven Approach for Environmental Affairs

محل انتشار:

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خلاصه مقاله:

In an era where environmental sustainability has become a pivotal concern for the airline industry, this paper delves into the strategic role of Key Performance Indicators (KPIs) in enhancing sustainability practices. Through a mixed-methods research approach, incorporating systematic literature review, comparative analysis, and case studies of leading airlines, the study identifies and evaluates critical KPIs across various dimensions of sustainability efforts, including environmental impact reduction, resource management, and corporate social responsibility. Findings reveal that comprehensive and actionable KPI frameworks are instrumental in guiding airlines toward improved environmental performance, stakeholder engagement, and regulatory compliance. The research highlights the theoretical and practical implications of adopting KPI-driven sustainability strategies, offering actionable recommendations for integrating these indicators into airlines' operational and strategic planning. Future research directions are proposed to explore the longitudinal impacts of KPI-driven strategies, the potential of emerging technologies in sustainability management, and the effects of evolving global regulatory landscapes on airline sustainability practices. This study contributes to the discourse on sustainability in the airline industry, providing a nuanced understanding of the operationalization and benefits of KPI-driven approaches in achieving sustainable aviation. It underscores the critical importance of systematic, measurable strategies in navigating the complexities of environmental stewardship and corporate responsibility, urging continuous innovation and collaboration toward sustainable excellence in the airline industry.

کلمات کلیدی:

Sustainability, Airlines, Key Performance Indicators, Environmental Management, Corporate Responsibility

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