

عنوان مقاله:

Optimizing International Relations Strategies : A KPI-Driven Approach for Airline Industry Leaders

محل انتشار:

هشتمین کنفرانس بین المللی مدیریت، گردشگری و تکنولوژی (سال: 1403)

تعداد صفحات اصل مقاله: 9

نویسندگان:

SeyyedAbdolHojjat MoghadasNian - Tarbiat Modares University

Marjan JavanMard - Payame Noor University

خلاصه مقاله:

In an increasingly interconnected world, the airline industry's international relations management stands as a cornerstone for operational success and global expansion. This paper delves into the strategic application of Key Performance Indicators (KPIs) to optimize international relations strategies within the airline industry. Through a mixed-methods research approach, incorporating both qualitative and quantitative analyses, the study systematically identifies, analyzes, and evaluates the impact of specific KPIs on the effectiveness of international relations strategies. Highlighting the critical role of Chief International Relations Officers (CIROs) in navigating the complexities of global operations, this research underscores the indispensability of a data-driven approach in enhancing strategic decision-making, ensuring regulatory compliance, and fostering market expansion. Case studies of leading airlines further illustrate how successful implementation of KPI-driven strategies contributes to operational excellence and competitive advantage. Comparative analysis reveals the adaptability of KPI frameworks to regional variations and market-specific challenges, offering insights into the dynamic nature of international airline management. This paper not only enriches the theoretical framework for international relations management in aviation but also provides practical guidelines for CIROs, advocating for the continuous evolution of KPI frameworks in response to emerging global trends. The findings underscore the transformative potential of KPIs in shaping responsive, resilient, and strategic international operations, paving the way for future research in this pivotal area of airline management.

کلمات کلیدی:

Airline Industry, International Relations, Key Performance Indicators, Strategic Management, Global Operations

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/2042108>

