

A Study on the Emerging Innovations in Airline Services

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Abstract: *With new options for action, airline business model innovation can contribute to the creation of value, competitive advantage, and profitability. The purpose of the proposed paper was to determine the airline companies' innovation processes and business models. Multiple case studies with three major Brazilian airlines define the adopted methodology as empirical, exploratory, and descriptive. The findings show that, in contrast to the dichotomous traditional models of low-cost and full-service, wherein internal changes in business models are regarded as major organizational innovations, the search for paradigm breaks in favor of hybrid business models proceeds linearly.*

Keywords: Airline , travel, agent, ticket services, management, internet

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