

Study on the Most Recent Developments in the Aviation Sector

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Abstract: *By offering new options for engagement, the strategic evolution of carrier plans can contribute to the creation of value, competitive advantage, and efficiency. The objective of the suggested article was to determine the development processes and business models of the airline companies. The exploratory and descriptive technique of this multi-case study allows for the investigation and survey of important and comprehensive characteristics of developments in the air transport sector that affect the business models employed by airlines. Overall, the cluster analysis of views of airlines and indicators reveals an average Pearson correlation coefficient of 0.661169. This indicates a positive association between perceptions and the contents described by the indicators. The findings of these mechanisms and innovation profiles provide a deeper understanding of how companies utilize them. These results group indicators and discuss their ramifications, as well as the innovations that enhance value creation, competitive advantage, and profitability. Airlines are expected to transition from traditional low-cost and full-service business models to hybrid models that align with their main business strategies. A business strategy that achieves equilibrium in the services given was acknowledged, nevertheless, the value proposition presented did not highlight any noteworthy breakthroughs. The strategy adopted by three major Brazilian carriers is characterized as experimental, exploratory, and engaging, according to numerous case studies. The studies indicate that hybrid business models, which combine elements of both low expenditure and full-administration models, are pursued instead of the traditional dichotomous models. These hybrid models are seen as significant organizational developments, as they involve internal changes in business strategies and the pursuit of paradigm shifts.*

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