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*An empirical survey of the airline industry's
involvement worldwide
with a focus on premium brands*

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Abstract:

Based on global organization and production technology, the aviation sector was among the most globally interconnected. Activities like aircraft development have enabled airlines to find new methods to improve their products. Aviation in India is in trouble due to infrastructure and financial problems with the nation's military major airlines. Keeping customers loyal during turbulent times can have a serious influence on an airline's competitiveness. The goal of this essay is to examine the role of something like aviation in globalization, with strong attention to luxury brands.

Keywords:

Airline's Competitiveness, premium brands, aviation industry, Globalization