3rd GARS Summer School 2022 (Hybrid)

Saturday & Sunday, 11 and 12 June 202

FINAL PROGRAM (subject to changes)

Lecturers	Topic	Time CEST
Confirmed		
Saturday, 11 June		
Benny Mantin University of Luxemburg	Revenue Management	9.00 to 10.00
Gerben de Jong VU Amsterdam	Overview of research on Frequent Flier Programs	10.00-11.00
Eric Njoya University of Huddersfield	Analyzing the effects of Air transport with CGE models	11.00 to 12.00
Marina Efthymiou Dublin City University (DCU)	Air Traffic Management	13.00 to 14.00
Nicola Volta University of Bergamo and EY (Brussels)	Benchmarking of Airports	14.00 to 15.00
Frank Fichert UAS Worms & Wolfgang Grimm German Aerospace Center (DLR)	Aviation & the Environment Part I	15.00 to 16.00
Sunday,12 June		
Ian Douglas University of New South Wales Sydney	Airline Strategy	9.00 -10.00
Ane Elixabete Ripoll- Zarraga Universitat Autònoma de Barcelona (UAB)	Data Gathering and Analysis for Benchmarking of Airports	10.00-11.00
Frank Fichert UAS Worms & Wolfgang Grimme German Aerospace Center (DLR)	Aviation & the Environment Part II	11.00 – 12.00

The summer school will start right after the 19th GARS Junior Research Workshop 9-10 June 2022 and will end on Sunday at 15.00 the latest.

Venue: Bremen City University of Applied Sciences, Flughafenallee 10

We recommend the Holiday Inn Express Bremen Airport Hotel. Hanna-Kunath-Str. 5, 28199 Bremen
https://www.ihg.com/holidayinnexpress/hotels/us/en/bremen/bkgap/hoteldetail

Participation is free of charge, but the organizers highly encourage all Summer School participants to become members of the German Aviation Research Society. The membership form can be found online.

Please, register https://polyu.hk/UrqRy

Contact for further details: Rahul Subash

rahulsubash@outlook.com For updates visit

http://www.garsonline.de

Dr **Ian Douglas** ended his latest term as Chairperson of the Australian International Air Services Commission (IASC) in August 2021. He served as a member of the Commission, responsible for the allocation and management of capacity for international services operated by Australian carriers, from 2012.
From July 2007 to August 2019 Dr Douglas was a Senior Lecturer in Aviation Management at the University of New South Wales (UNSW), and before that taught strategy in the Graduate School of Business at the University of Technology, Sydney. He was recently appointed as a Fellow of the Air Transport Research Society, and is a Senior Fellow of the University of Wollongong. Dr Douglas holds a Doctor of Business Administration and a post graduate qualification in Higher Education.
Prior to academia Dr Douglas held senior roles in pricing, business development, route management, and strategic planning at Qantas Airways. He spent several years in London in a regional marketing role, and subsequently led business development for the joint venture with British Airways.
He has consulted to a range of companies including Malaysia Airlines, Thai Airways International, Cyprus Airways, Hainan Airlines and HNA Airports. He is a regular contributor to aviation management programs at the Singapore Aviation Academy, has delivered aviation vocational programs for UNESCO in Hong Kong, and represented the Air Transport Research Society at the ICAO Air Transport Symposium in 2019.

About the session:
The strategy lecture will look at the shift in competitive advantage that has emerged with covid19. Weakened hub specialists and favoured those with large domestic networks. An interesting shift in key success factors

Recommended readings:

- Molenaar, D.-M.; Bosch, F.; Guggenheim, J. & Jhunjhunwala, P.; Loh, H. H. & Wade, B. (2021). *The post-covid-19 flight plan for airlines* https://www.bcg.com/en-au/publications/2020/post-covid-airline-industry-strategy
- Bukovac, S. and Douglas, I. (2019). The potential impact of High-Speed Rail development on Australian aviation. *Journal of Air Transport Management*, 78, pp. 164-174 https://doi.org/10.1016/j.jairtraman.2019.01.003

Dr **Gerben de Jong** is a Rubicon postdoctoral fellow at the Hebrew University of Jerusalem. He obtained his master's degree in Transport and Supply Chain Management at the VU Amsterdam. In 2019, he defended his interdisciplinary Ph.D. thesis written at the departments of Marketing and Spatial Economics. Gerben is also affiliated as a Visiting Fellow with the Department of Spatial Economics at the VU Amsterdam, a Senior Research with SEO Amsterdam Economics, and he is the program manager of Airneth.
Gerben's main line of research focusses on aviation and employs advanced econometric models to understand how the organization of this industry can be improved given conflicting economic, environmental and social interests. He also provides economic research and advice to governments, companies and (international) organizations on topics such as competition, regulation, innovation, sustainability and transportation.

About the session: Overview of research on Frequent Flier Programs
Based on a working paper (see below), I will introduce the core ideas of frequent flier programs and the academic research that has been conducted on these programs.

Recommended readings:

- Behrens, C., De Jong, G. & van Ommeren, J. (2021). *From Silver to Platinum: the effect of frequent flier tier levels on airline demand.* Tinbergen Institute Discussion Paper 2021- 077/VIII https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3914811

Dr **Marina Efthymiou** (She/Her) is assistant professor in aviation management and the course director of MSc Management in Aviation Leadership at the Business School at Dublin City University. Prior to this, she was working for University of West London and before that for EUROCONTROL - the International Organization for the Safety of Air Navigation based in Brussels.

Her research papers have been published in peer reviewed prestigious academic journals including Annals of Tourism Research; Transportation Research Part A: Policy and Practice; Journal of Air Transport Management. Her research interest primarily focuses on Aviation Governance and Policy, Sustainable Development, Performance Regulation, Air Navigation Service Providers, Air Traffic Management/Control issues. More info here: https://www.dcu.ie/researchsupport/research-profile?PERSON_ID=2593741; Email marina.efthymiou@dcu.ie; academic Profile/Bio Click here Connect with me LinkedIn | Twitter

About the session: Air Traffic Management
This session will be interactive and will allow you to apply the learning of the previous session. More specifically this session will cover the prominent research areas within ATM/ATC and how ATM/ATC interrelates with other research topics/areas.

Recommended readings:

- Arblaster, M. (2018). *Air Traffic Management: Economics, Regulation and Governance*. Elsevier.
- Cook, A. (Ed.) (2007). *European air traffic management: principles, practice, and research*. Ashgate Publishing, Ltd.
- Crespo, D. C., & De Leon, P. M. (2011). *Achieving the single European sky: goals and challenges,* 8. Kluwer Law International BV.
- Nolan, M. S. (2011). *Fundamentals of air traffic control*. Cengage Learning.
- Efthymiou, M., & Papatheodorou, A. (2018). Environmental considerations in the single European sky: A Delphi approach. *Transportation Research Part A: Policy and Practice*, 118, pp. 556-566

Prof. Dr **Frank Fichert** is Professor of Economics and Transport Economics at Worms University of Applied Sciences (UAS). His PhD Thesis, which he finished in 1999 at Mainz University, analyses different policy instruments for reducing negative externalities from air transportation. He worked as managing director of the Research Institute for Economic Policy at Mainz (1999-2004) and as Professor for Economics and Air Transportation at Heilbronn University of Applied Sciences (2004-2009). He has published several papers on the transport sector and is co-author of the leading German textbook on air transport management. He is member of the Competence Centre Aviation Management at Worms UAS and program director of the bachelor's degree program "Aviation Management and Piloting". He has participated in several applied research projects, including the H2020 projects COCTA and CADENZA, the German Aviation Benchmarking study, and the report on the market power of Amsterdam Airport, as well as projects commissioned by Federal and State Ministries in Germany. His research focuses on competition and regulation in the air transport industry and the environmental issues of aviation.

Mr **Wolfgang Grimme** is a business economist at the DLR Institute of Air Transport and Airport Economics. He graduated in 2004 from the University of Giessen with a master's degree in business administration focusing on transport management and international management. He joined DLR in 2005 and has since then focused in his work on regulatory policy issues in air transport, impact analysis of political measures on the air transport system, environmental economics, and intra- & intermodal competition.

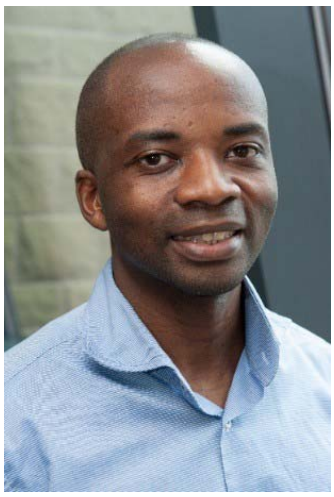
About the session: Aviation & the Environment Part I
The lecture will focus on the economics of Sustainable Aviation Fuels.
Recommended readings:

- Fichert, F.; Forsyth, P. & Niemeier, H.M. (Eds.). *Aviation and Climate Change - Economic Perspectives on Greenhouse Gas Reduction Policies*. London: Routledge. eBook ISBN 9781315572406 https://doi.org/10.4324/9781315572406
- Scheelhaase, J.; Maertens, S., & Grimme, W. (2020). Synthetic fuels in aviation - Current barriers and potential political measures. *Transportation Research Procedia* 43, pp. 21- 30

Dr **Benny Mantin** is a full professor and the Director of the Luxembourg Centre of Logistics and Supply Chain Management (LCL), at the University of Luxembourg, which is a member of the MIT's SCALE network. He joined the University of Luxembourg in 2017 following a tenure of 9 years at the University of Waterloo. His research covers diverse aspects of supply chain management, dynamic pricing, and revenue management, as well as transportation economics. More recently he has been working on sustainability in supply chains and harnessing technology to drive digital operations. His work was published in leading journals such as Productions and Operations Management, Marketing Science, EJOR as well as Transportation Research Parts A, B and E. His research has been recognized and supported by several grants. Prof. Mantin is a board member of the Journal of Air Transport Management, and he is on the advisory board of the European Aviation Conference.

About the session: Revenue Management
Recommended readings:

- Metters, R.; Vargas, V. & Weaver, S. (2009). Case—MotherLand Air: Using Experiential Learning to Teach Revenue Management Concepts. *INFORMS Transactions on Education*, 9(3), pp. 127-129 http://dx.doi.org/10.1287/ited.1090.0028cs



Dr **Eric Njoya** received his Ph.D. from the Karlsruhe Institute of Technology, Germany. He is a Senior Lecturer in Air Transport Economics at the Department of Logistics, Marketing, Hospitality and Analytics at the Huddersfield Business School. He also serves as an Acting Director of Master of Public Administration and Cluster Co-Director at the Behavioural Research Centre of Huddersfield Business School. He has published in highly ranked international journals including among others Transportation Research Part A, Journal of Travel Research, Tourism Management and Journal of Transport Geography. He has successfully completed transport related research projects for various institutions, including the European Investment Bank, the European Commission, the European Subsea Cables Association, and The Korea Transport Institute. He has participated in an EU COST Project aimed to investigate the relationship between air transport and regional development. His current work involves the economic impacts of transport infrastructure investments and policies.

About the session: Analysing the effects of Air transport with CGE models

Recommended readings:

- Hosoe, N., Gasawa, K., & Hashimoto, H. (2010). *Textbook of computable general equilibrium modeling: programming and simulations*. Springer.
- Shahrokhi Shahraki, H., & Bachmann, C. (2018). Designing computable general equilibrium models for transportation applications. *Transport Reviews*, *38*(6), 737-764
- Transport and Infrastructure Council (2020). *Australian Transport Assessment and Planning Guidelines: T4 Computable general equilibrium models in transport appraisal*. Available at t4-computable-general-equilibrium-models-in-transport-appraisal-public-consultation-draft.pdf (atap.gov.au)
- Forsyth, P., Niemeier, H. M., & Njoya, E. T. (2020). Economic evaluation of investments in airports: recent developments. *Journal of Benefit-Cost Analysis*, 1-37

Dr **Ane Elixabete Ripoll-Zarraga** is a Senior Lecturer in Accounting and Auditing at the Universitat Autònoma de Barcelona (UAB). Ane holds a Ph.D. in Entrepreneurship and Management (Cum Laude) with the International and Industrial mentions from the same institution and is a Fellow of the Higher Education Academy in the UK (FHEA) and preparing the Senior Fellowship Award as per her role in professional development and acting as an External Examiner for UK Institutions. Previously Ane lectured at the London School of Economics (LSE) in degrees and postgraduates' programmes. Ane, is

a senior external auditor and consultant in financial reporting, financial-management accounting, and auditing for more than several years in different manufacturing sectors. Ane audits projects funded by the European Commission in Higher Education and environmental impact since 2014. Her research interests refer to operations management and benchmarking analysis (efficiency) with parametric (SFA) and non-parametric models (DEA). Ane has published in prestigious journals such as Annals of Operational Research, Annals of Tourism Research and Transport Policy. As an auditor, Ane is keen on highlighting the requirement to critically assess the data published: the use of accounting information from a critical perspective according to the specific regulatory national framework and accounting policies such as depreciation methods.

About the session: Data Gathering and Analysis for Benchmarking of Airports
This session will highlight the need to critically assessing the published data as the essential step before using the data in research to avoid bias results (i.e., wrong managerial decisions). The session aims to increase the awareness of the impact of the national regulatory framework (financial reporting standards) that differs across borders for benchmarking purposes.
Recommended readings:

- *IAS8 Accounting Policies, Changes in Accounting Estimates and Errors* https://www.iasplus.com/en/standards/ias/ias8
- Ripoll-Zarraga, A.E. (2018): 'The Spanish airport system: A critical assessment of the impact of AENA's managerial decisions on airports' technical efficiencies' (chapter one, pp. 17-53) Doctoral Thesis available at https://www.tdx.cat/handle/10803/665608
- Ripoll-Zarraga, A.E. & Mar-Molinero, C. (2020): 'Exploring the reasons for efficiency in Spanish airports' *Transport Policy*, 99, pp. 186-202 https://doi.org/10.1016/j.tranpol.2020.08.021
- Ripoll-Zarraga, A. E. & Raya, J.M. (2020): 'Tourism indicators and airports' technical efficiency' *Annals of Tourism Research Volume 80,* article 102819 https://doi.org/10.1016/j.annals.2019.102819
- For further consultation, please check the International Financial Reporting Standards (IFRS) www.ifrs.org and the International Accounting Standards (IAS) www.iasplus.com

Dr **Nicola Volta** is an Executive Director at EY Belgium, where he is part of the Valuation, Modelling and Economics team. Nicola holds a PhD in Economics and Management of Technology from the University of Bergamo (Italy). Before joining EY, he had been a lecturer in the Centre for Air transport management of Cranfield University. His main interest is benchmarking and productivity analysis of regulated and network industries.
About the session:
The lecture will focus on an introduction to benchmarking.
Recommended readings:

- Bogetoft, P. & Lars, O. (2011). *Benchmarking with DEA, SFA, and R*. Springer.
- Coelli, T. J.; Prasada Rao, D.S.; O'Donnell, C. J. & Battese, G. E. (2005). *An Introduction to Efficiency and Productivity Analysis*. Springer.