UDC 005.73:656.7

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Airlines` place in the development of socially responsible business model

The role of airlines in popularizing a socially responsible business model is considered. Theoretical and practical review of Sustainable Airline Practices is presented. Ways of increasing the social responsibility of Ukrainian airlines are proposed.

The role of airlines in popularizing a socially responsible business model

Corporate Social Responsibility (CSR) has been a topic of discussion in the business world for many years, and its importance has grown significantly with the increasing globalization of the economy. The airline industry, as a major player in the globalization movement, has a significant impact on sustainable development worldwide, and therefore the practice of CSR by airlines is of great importance.

The concept of CSR refers to a company's responsibility to operate in an ethical and sustainable manner while taking into consideration the interests of all stakeholders, including customers, employees, investors, and society at large. For airlines, this can involve efforts to reduce carbon emissions and other environmental impacts, promote human rights and social justice, and support local communities and economies [1].

In the long-term, adopting a proactive stance towards CSR can have benefits for airlines' performance, including improved reputation, increased customer loyalty, and reduced regulatory risk. It can also help airlines to anticipate and respond to emerging trends and challenges in the business environment.

Theoretical and practical review of Sustainable Airline Practices

Airlines can adopt sustainable practices in many different ways. Investing in fuel-efficient aircraft is an excellent way for airlines to reduce their carbon footprint. Newer aircraft models are designed to be more fuel-efficient, which means they use less fuel per passenger, reducing carbon emissions. This can also help airlines save money on fuel costs over time.

Implementing recycling programs is another way airlines can reduce waste and be more sustainable. This can include recycling paper, plastic, and other materials on board, as well as properly disposing of waste when the plane lands. Some airlines also use compostable materials for in-flight meals, which can be composted after use [2].

Using eco-friendly products on board is another way airlines can reduce their impact on the environment. This can include using biodegradable or compostable products, such as cups and utensils made from plant-based materials. Some airlines have also started using sustainable cleaning products and reducing the amount of single-use plastics used on board [5].

Sponsoring events is an excellent way for airlines to support local communities. This can include sponsoring cultural events, festivals, or sporting events. By sponsoring these events, airlines can help promote local tourism, generate economic benefits for the community, and build a positive reputation for their brand.

Partnering with organizations that promote social causes is another way airlines can make a positive impact on the community. This can include partnering with organizations that promote environmental sustainability, social justice, or human rights. By partnering with these organizations, airlines can help raise awareness of important social issues and demonstrate their commitment to making a positive difference in the world.

Ensuring fair labor practices is an important ethical consideration for airlines. This can involve ensuring that employees are paid fair wages, have safe working conditions, and are treated with respect and dignity. Some airlines also have programs to support employee health and wellness, including mental health support and flexible work arrangements [3].

Maintaining transparency in pricing is another ethical consideration for airlines. This can involve providing clear information on ticket prices, fees, and other charges, so that customers can make informed decisions about their travel. Some airlines also have price-matching policies or flexible cancellation policies to provide customers with additional peace of mind. Providing excellent customer service is another important ethical consideration for airlines [5]. This can involve treating customers with respect and empathy, resolving complaints quickly and effectively, and ensuring that all customers receive the same level of service, regardless of their background or status. Some airlines also have programs to support customers with disabilities, including accessible seating and in-flight accommodations.

Investing in advanced technology is an important way for airlines to improve safety and security. This can involve using advanced aircraft designs, avionics systems, and safety equipment to reduce the risk of accidents and incidents. Some airlines also use advanced security screening technology to prevent threats and ensure that passengers and crew are safe throughout their journey.

Adhering to international safety standards is another important consideration for airlines. This can involve following regulations and guidelines set by organizations such as the International Civil Aviation Organization (ICAO). These standards cover areas such as aircraft design, maintenance, and operations, as well as safety management systems and emergency response procedures [4].

Ensuring easy access to travel for low-income families is important way airlines can promote accessibility. This can involve offering discounted fares or flexible booking policies to make travel more affordable for families who may not have the financial resources to travel otherwise. Some airlines also partner with organizations to provide travel assistance for families in need, such as those traveling for medical treatment or to visit sick relatives.

Supporting humanitarian aid efforts is another important consideration for airlines. This can involve providing discounted or free cargo transport for relief supplies, medical equipment, and other humanitarian aid. Some airlines also partner with humanitarian organizations to provide emergency response services, such as airlifts for disaster relief or medical evacuations [5].

Transportation services are also critical in disaster response efforts. Airlines can transport relief supplies, equipment, and personnel to affected areas, and provide evacuation services for people who need to leave the area. This can involve

repurposing passenger aircraft to transport relief supplies, or chartering cargo aircraft to transport larger quantities of supplies and equipment.

Ways of increasing the social responsibility of Ukrainian airlines

Airlines in Ukraine, like any other company, have a social responsibility to the communities they serve, their customers, their employees, and the environment. There are several ways in which airlines in Ukraine can improve their social responsibility:

- reduce Carbon Footprint. Airlines can take steps to reduce their carbon footprint by investing in cleaner, more fuel-efficient aircraft, using alternative fuels, and implementing measures to reduce the amount of waste generated during flights;

- support Local Communities. Airlines can support local communities by partnering with local charities and non-profit organizations, sponsoring community events, and providing support for local schools and educational initiatives;

- improve Customer Experience. Airlines can improve their social responsibility by focusing on improving the customer experience. This includes ensuring that all customers are treated with respect and dignity, providing high-quality customer service, and offering fair and transparent pricing;

- promote Diversity and Inclusion. Airlines can promote diversity and inclusion by actively recruiting and promoting employees from diverse backgrounds, providing equal opportunities for all employees, and implementing policies that prevent discrimination;

- increase Transparency. Airlines can increase their social responsibility by being more transparent about their business practices. This includes providing clear and accurate information about fees, charges, and other costs associated with flying, as well as being transparent about their environmental impact and social initiatives;

- encourage Responsible Tourism. Airlines can encourage responsible tourism by promoting sustainable travel practices, such as reducing waste, conserving water and energy, and supporting local economies.

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