**STUDYING PARAMETERS AND CONDITIONS OF THE DEVELOPMENT OF AIR ENTERPRISES’ LEADERSHIP POTENTIAL**

**Lytvynenko L.L.**

**Ph. D. in Economics, Associate Professor,**

**National Aviation University, Kyiv**

Air enterprises’ operate in an area where active competition prevails, which determines the need to create powerful advantages that would allow them to best meet the relevant needs of consumers in the air transport market. From this perspective, the issue of the formation and development of leadership potential of airlines is highly urgent.

In the capital-intensive airline industry air carriers should carry out their business activities in accordance with key success factors that will be specific landmarks in the achievement of the developed mission, goals and strategies [1]. Thus, activity of airlines should be well planned and managed for the high level of leadership potential. Identifying inappropriate key success factors can complicate the achievement of goals or even make them unattainable.

Air enterprises operate in a field where the combination of stability and flexibility is required [2]. The first should be provided by forecasting trends in the air transport market development and setting corresponding strategic goals on this basis, and flexibility is needed for an adequate and timely response to changes in the market environment. So, flexibility in turn will also support stability in the air enterprises’ activity.

A key peculiarity of the leadership approach to the air enterprise’s development management is focused on the long-term outcomes, supporting effective teamwork and cooperation aimed at addressing development issues of the air enterprise in the market.

Determined basic aspects needed to develop airline leadership potential at the air transportation market are as following:

- high quality of air services as a core key success factor since airlines should be consumer oriented providing reasonable price for the flight and appropriate service;

- effective and efficient management (conditions of air enterprises’ operation are constantly changing, therefore, it is necessary to form a strong center for making managerial decisions that will ensure effective achievement of goals, implementing strategic leadership benefits, timely maneuvering and optimal resource management giving expected results at optimal costs);

- optimally developed network of air routes taking into account priorities of the airline development towards successful achievement of strategic goals using respective aircraft fleet;

- use of new technologies and innovations for the creation of sustainable competitive advantages which are extremely important to achieve high competitive positions at the air transport market;

- competent managers and human resources since they can support or not the airline potential towards rivals; human resources (air crew and other specialists of the airline in different areas) can be rare and valuable resources creating an advantage impossible for competitors to reproduce;

- developing international partnerships to support positions at the air transport market and obtain new opportunities (new flights, new destinations, etc.).

Some parameters of the leadership potential development may be of greater priority than others. In particular loyal passengers will not always be oriented on purchasing air transportation services in the airline which has absolutely everything at the highest level. It can inferior to other air carriers by some aspects. However, its air product will still be more valuable to consumers. This may be a subjective assessment of its own experience of interacting with this airline in the past and the opinions of other clients. However, to create such positive clients’ views an extremely strong work of airline management in absolutely all areas of business activity should be provided.

In the result of the conducted scientific research it was concluded that the set of factors that ensure the airline leadership potential is not something unchanged, it varies depending on the conditions of operation and changes in demand for air services in a particular market. Thus, continuous implementation of measures to hold competitive positions in the air transport market or rebuilding the airline's activity when changing strategic development priorities are required.

**Literature:**

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