

Identification of Effective Factors on Marketing Performance Management in Iran's Airports and Air Navigation Companies

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Abstract : The aim of this research was to identify the factors affecting the measurement and management of marketing performance in Iran's airports and air navigation companies (Economics in Air and Airport Transport). This study was exploratory and used a qualitative content analysis technique. The study population consisted of university professors in the field of air transportation and senior airport managers, with 15 individuals selected as samples using snowball technique. Based on the results, 15 main indicators were identified for measuring the marketing performance of Iran's airports and air navigation companies. These indicators include airport staff, general and operational expenses, annual passenger reception capacity, number of counter receptions and passenger dispatches, airport runway length, airline companies' loyalty to using airport space and facilities, regional market share of transit and departure flights, claims and net profit (aviation and non-aviation). By keeping the input indicators constant, the output indicators can be improved, enhancing performance efficiency and consequently increasing the economic situation in air transportation.

Keywords : air transport economics, marketing performance management, marketing performance input factors, marketing performance intermediary factors, marketing performance output factors, content analysis

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