Supply of services on the passenger air transport market between UE and USA
in the context of open skies policy

The thesis consists of 5 chapters. The first one presents the theory on supply of the passenger air transport markets. The importance of regulatory environment for supply of services remained presented in the light of: liberalization and reregulation processes, demand for air transport, marketing agreements made between airports or regions and low-cost carriers in Europe, model of network construction (hub-and-spoke or point-to-point), formation of airline partnerships and alliances, importance of business and seasonal cycles. Furthermore, the barriers for the growth of airline services were identified in the aspects of: restrictive regulatory environment, airport and airspace congestion, economic barriers.

The second chapter presents the theory on formation of airline partnerships and alliances. The first part of this chapter consists of description of the alliance strategy as a component of general competition strategy of air carriers. Regulatory, economic, marketing and operational motivations for alliance formation remained presented as well. Moreover, four main agreements for alliance execution were discussed in details: franchise, interline, code-share and joint-venture. Three multilateral, global constellations were analysed as well. That was followed by a discussion on the coopetition streams in the airline industry with empirical examples on the domestic EU as well as EU – US markets. Finally, the research covered analysis of competitiveness of those carriers who had not belonged to a global constellation. A new definition of the strategic alliance was proposed too.

The third part covers idiographic studies on the air transport market between EU and US. Outline of political and economic relations between the Atlantic partners is included in the first part of the chapter. Next the author provides the readers with analysis of the 'open skies' agreement between EU and US in the areas of supply and marketing of air transport services, antitrust regulations as well as ownership restrictions. Market result of the agreement remained presented as well. The remaining parts of this chapter involve the detailed analysis of passengers carried between EU and US in 2013. The subject of the analysis due concerned 38 airlines.

The fourth chapter involves a model of strategic interactions between competing trans-Atlantic airline joint-ventures. The steps in the process of model construction involved: literature review, choice of the measurement tool based on the non-cooperative game theory, preparation of the detailed methodological assumptions for the model, model estimation and discussion on the results.

The fifth chapter presents discussion on the prospective further liberalization of the EU – US 'open skies agreement in the field of ownership restrictions and its possible impact on the air travel market between the Atlantic partners. This part of the report presents the aspects of country affiliation of air carriers as well as ownership and control of airlines in the international perspective. The author quoted both the arguments supporting liberalization of ownership restrictions in the global airline industry as well as those opting for maintaining the status quo. Options of implementation of the liberal ownership regulations were presented as well. That was followed by the analysis of opinions of the leading global and Atlantic aviation stakeholders. The last part of this chapter presents a forecast of possible results of liberalization of the airline ownership restrictions between the EU and US.

The last chapter of the thesis consists of the summary of the value added acquired from the research process. Evaluation of the cognitive and methodological goals are there presented too. The closing paragraph of the dissertation covers recommendation of directions for future research.