



Service Quality in Airlines : The Significant Role of Frontline Employees in Airline Industry of India

By Dr. Manmohan Chaudhary

2016. Hardcover. Book Condition: New. 284 ABOUT THE BOOK:- The book is about the FLSE commitment towards the delivery of services in the Airline Industry of India. The main objective of the study was to investigate the antecedents and consequences of Frontline employee commitment on job satisfaction and also to study whether job satisfaction serves as a mediator between different antecedents and their consequences for which hypothesized relationships were developed. This study has examined various antecedents and consequences of FLSE commitment to service quality which includes organizational support, reward, employee empowerment, training, Service technology, supportive management, servant leadership (antecedents) and frontline employee commitment to firm, frontline commitment to service quality, frontline employee commitment to service recovery performance, frontline commitment to job performance, cooperation, extra role customer service behaviour (consequences) that affects the employees commitment towards the organization. A very interesting research study which could definitely be of help to the Airline Industry of India. ABOUT THE AUTHOR:- Dr Manmohan Chaudhary belongs to Gurgaon, Haryana. She did her PhD from Aligarh Muslim University. She has presented as well as published various research papers in some renowned journals. She has both industry as well as teaching experience. She has been teaching students of BBA and PGDM at various...

Reviews

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