

Internship at Japan Airlines

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Mission

Mission: Investigating the effect of the adoption of **new technology and service by airport** from the perspective of airline company.

Period: Nov. 1 ~ Nov. 31, 2020

Form: Mixture of online and offline activity. Visiting the company two days per week.

Affiliation: Investigation and research centre

Process

- Visiting various departments/divisions to gain more knowledge about the airline company.

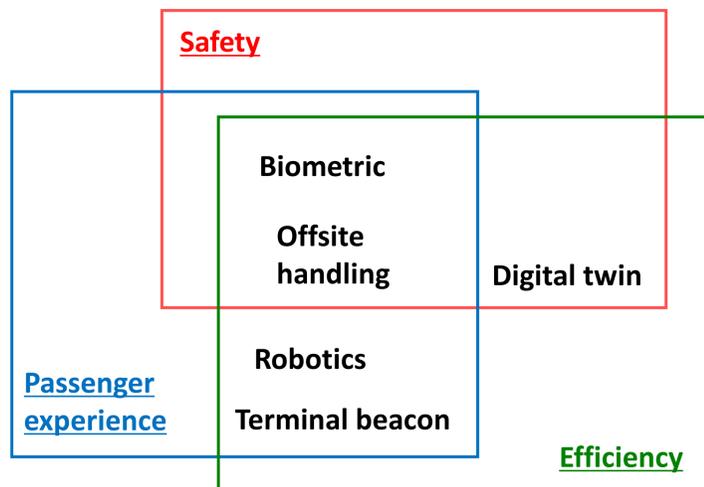
Departments/divisions I visited:

Integrated operation, station operation, flight operation, engineering and maintenance, cabin attendants, call centre

- Talking and discussing with the staffs to understand their viewpoints.
- Gathering and analysing information; Presenting the result.

Result

- The technologies/services I investigated:



- These tech/services can also be categorized based whether they are initiated “by airline” or “by airport”.

Conclusion in general

- “By airline” type can bring competitive advantage to the airline, not only over the competitors at the target airport, but also over the dominant airline at other hub airport competing for the transit traffic.
- By cooperating with airport, it is possible for airline to turn “by airport” type into “by airline” type.
- Ex-ante investigation is crucial. Not only the demand forecast, but also the preference of different types of passengers.
- Airline should pay attention to the pre-finance behaviour of the airport for technology adoption.

Gain

- Knowing more details about the airline company.
- Getting several hints for my future study.
- Further understanding the importance of thinking from the standpoints of other people.

