

Introduction a major  
role in development  
of this



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## **Introduction**

Emirates airlines is an air services provider based in Dubai. It is ranked as one of the best performing airlines worldwide. This company according to Namaki (2008) “ has played a major role in the economic development of the United Arab Emirates by promoting tourism besides the region being the rich in oil deposits” (35). Before the inception of emirates airlines, the main airline was the Gulf air whose relationship with the leadership of Dubai was faulted by the fact that Dubai had refused to open up its skies for the company’s operations. This prompted the Gulf air to end and withdraw bigger percentage of its operations in Dubai, leading to a partial paralysis of travels in and out of the region. Emirate airline was incepted to facilitate movement of people and goods in and out of Gulf region.

Observations made on the growing trends of Airline companies indicate that, Emirates Airlines is steadily growing, serving more than 100 destinations all over the world. The success of this company is mainly based on strict management practices anchored in the company culture hence guaranteeing a sustainable survival.

## **Objectives and methodology**

The study of the management practices in Emirates airlines are meant to ravel the strengths of the company that have ensured its continuity to growth over the years.

Middle East is one of the areas despite being endowed with natural resources; it is hard for companies to survive, owing to the political climate of the region. This region has been facing political instability since civilization

existed. It is therefore amazing how this company has managed to survive in this area and rise above many other companies which are operating in the most stable economies (Kuye, 2002). Research shows that Dubai, the headquarters of emirates airlines, is also the fastest growing tourists' destination. Perhaps, this may be due to the hostility in the neighboring regions. Many researchers believe that the presence of Emirates airlines has played a major role in development of this city into a leading tourist destination.

Again, this leaves one wondering the reasons behind such credibility to Emirates airline that started with a few numbers of operations in the region. The research questions in this case, therefore include, what is the management structure in the company, how management duties allocated are and how the management team guarantees accountability (Pathi, 2010). The methodology for conducting this research will involve an intensive data collection activity.

The main methods to be used in collecting the data will involve using structured questionnaires to obtain information from the Emirates airlines branches, obtaining performance information from airports authorities and researching through the company's publications. This will also require data collection from secondary sources which will form the literature review of the study. The data analysis and presentation techniques that will come in handy in this research includes using tables to record the data and coding continuous data to give it discrete values for easy manipulation. This will be followed by writing a report on the research findings and this report should mainly concentrate on findings related to the management practices that

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have contributed to the success of Emirates airlines. It should also highlight the weaknesses that need to be addressed in order for the company to maintain the growth prospects in many years to come.

### **Linkage with the Public Administration Issues**

This research on the management of Emirates Airlines is related to public administration because; the company is owned and managed by the government of Dubai. The topic of public administration deals with the “ implementation of government policies and the administration of government services” (Theaker, 2008, p. 265).

Another definition of this is, the study of the decision making strategies applied by the government in policy making and analysis as well as the inputs that led to the development of these policies. The management of Emirates airlines is done directly from the government offices and any issues affecting the government affects this company as well. Some of these issues include the political instability in the Middle East which has been a hindrance for development in this area for a very long time. The United Arab Emirates is has however never been affected by this political tension directly, but the instability in the neighboring regions is threatening. Another public administration issue when it comes to the management of public companies is competition from the private sectors (Kuye, 2002).

In most cases, the private operations do well compared to the public ones and this can be as a result of the private companies being more innovative hence taking over the market. In this case for example, Emirates airlines is facing stiff competition from Qatar and Etihad airlines and if the

management of emirates does not take protective measures against this competition, they may end up losing their already established market to these new companies. It is hard for an existing company to regain its initial position once its operations begin to decline especially when the cause of the decline is competition from upcoming companies.

## **References**

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