CHAIRE PEGASE

THE LEADING RESEARCH INSTITUTE DEDICATED TO THE ECONOMICS AND MANAGEMENT OF AIR TRANSPORT AND AEROSPACE

MBS since 1897
MONTPELLIER BUSINESS SCHOOL

PRESENTATION

Created in 2019, Chaire Pégase is the leading French research institute dedicated to the economics and management of air transport and aerospace.

OUR GOAL

To strengthen ties between academia and the aviation and aerospace industries, supporting these sectors in addressing future challenges.

OUR ACTIVITIES

- Creating new knowledge through our research
- Identifying, translating and sharing the latest trends and scientific innovations with managers in the aviation and aerospace industries
- Offering specialized initial and executive education programs for current and future managers of the air transport and aerospace industries

OUR MAIN TOPICS OF EXPERTISE

Sustainable Aviation · Business models · Travel retail · New space · Digitalisation · SAF · Airport-airline relationships · Business travel · Urban air mobility · Low cost · Passenger experience · Nudges · Regional aviation · Airline branding · Willingness-to-pay · Smart airport · Air-rail intermodality · Carbon offset · Alliances and coopetition etc.

OUR TEAM

Belonging to Montpellier Business School (a triple-accredited business school among the top 1% in the world), the Chaire Pégase team is composed of more than 20 experienced faculty members and PhD students.

The core team is composed of

Paul Chiambaretto, PhD
Director of Chaire Pégase

Camille Bildstein, MSc.
Research Analyst

Sara Laurent, PhD
Green Aviation and Sustainable Mobility project manager

Audrey Rouyre, PhD
Spatial activities project manager

OUR RESEARCH CONTRIBUTIONS

Since 2019, Chaire Pégase has produced a diverse range of scientific outputs.

Many research articles published in top ranked academic journals (FT50, ABS) and communications in scientific conferences

Yearly white-papers and reports on topics focusing on the current aviation industry's interests (generation Z, videoconferencing, flight shame, acceptability of green innovations)

A quarterly scientific watch on the key results of scientific studies published in classified international journals

A strong presence in the economic and specialized press (in France and abroad) to offer insights on the firms' strategies and challenges in the air transport and aerospace industries

OUR METHODOLOGICAL EXPERTISE

In both our research articles and industry projects, we employ a variety of methodological approaches

- Statistics and econometric models
- Experimental methods
- Big data and clustering techniques
- Surveys with representative samples
- Focus groups and interviews
- Systematic review of the state-of-the art knowledge

OUR EDUCATION OFFER

TO DIFFERENT TYPES OF AUDIENCES

- **Initial education**
  - Bachelor degree
  - Master and MSc degree

- **Executive education**
  - Airline and airport executives
  - Flight attendants and pilots

EXAMPLES OF TOPICS TAUGHT

- Strategic management for aviation professionnals
- Project management in the aerospace industry
- Environmental challenges in the air transport industry
- Improving the air passenger experience
- Airline and airport business models
- Alliances in the air transport industry

etc.

OUR COLLABORATION OPPORTUNITIES

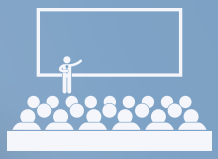
Chaire Pégase already works closely with airlines, airports, OEMs, governments, solution providers, and consulting firms on various projects.

With the ambition of offering science-based added value to our partners, collaborating with Chaire Pégase can take many forms such as:

A joint research project or a consulting mission

Subscription to our quarterly scientific watch

A review of the state-of-the-art on your topic of interest



Conferences, seminars and tailor-made executive education programs

Focus groups and surveys to understand better your stakeholders' expectations

Exploration and analysis of your own datasets

CONTACT US

You can contact us at our generic e-mail address: chaire.pegase@gmail.com

Or you can directly reach the director of Chaire Pégase: p.chiambaretto@montpellier-bs.com

www.chaire-pegase.com

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