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JATS publishes the following categories of papers written in scholarly English: a) Full Research Papers, b) Conference Reports, c) Book Reviews, d) Industry Perspectives. Papers should be submitted electronically to a.papatheodorou@aegean.gr in MS-Word format ONLY using British spelling, single-column, 1.5 line spacing, Tahoma letters, font size 11. Section headings (and sub-headings) should be numbered and written in capital letters. Upon acceptance of a paper and before its publication, the corresponding author will be asked to sign the *Transfer of Copyright* form on behalf of all identified authors.

Full Research Papers should contain original research not previously published elsewhere. They should normally be between 4,000 and 7,000 words although shorter or lengthier articles could be considered for publication if they are of merit. The first page of the papers should contain the title and the authors' affiliations, contact details and brief vitae (of about 50 words). Regarding the following pages, papers should generally have the following structure: a) title, abstract (of about 150 words) and six keywords, b) introduction, c) literature review, d) theoretical and/or empirical contribution, e) summary and conclusions, f) acknowledgements, g) references and h) appendices. Tables, figures and illustrations should be included within the text (not at the end), bear a title and be numbered consecutively. Regarding the referencing style, standard academic format should be consistently followed. Examples are given below:

- Airbus (2003), *Global Market Forecasts 2003-2022*, Toulouse: Airbus.
- Fragoudaki, A., Keramianakis, M. and Jancovich, S. (2005) The Greek PSO Experience. *4th International Forum on Air Transport in Remoter Regions*. Stockholm, May 24-26.
- Forsyth P. (2002a), 'Privatization and Regulation of Australian and New Zealand Airports', *Journal of Air Transport Management*, 8, 19-28.
- Papatheodorou, A. (2008) The Impact of Civil Aviation Regimes on Leisure Market. In Graham, A., Papatheodorou, A. and Forsyth, P. (ed) *Aviation and Tourism: Implications for Leisure Travel*, Aldershot: Ashgate, 49-57.
- Skycontrol (2007) *easyJet welcomes European Commission's decision to limit PSO abuse in Italy*. 23rd April. Available from: <http://www.skycontrol.net/airlines/easyjet-welcomes-european-commissions-decision-to-limit-psy-abuse-in-italy/> (accessed on 22/08/2008).

Conference Reports should be between 1,000 and 1,500 words. They should provide factual information (e.g. conference venue, details of the conference organizers), present the various programme sessions and summarize the key research findings.

Book Reviews should be between 1,000 and 1,500 words. They should provide factual information (e.g. book publisher, number of pages and ISBN, price on the publisher's website) and critically discuss the contents of a book mainly in terms of its strengths and weaknesses.

Industry Perspectives should be up to 1,000 words and provide a practitioner's point of view on contemporary developments in the air transport industry. Contributors should explicitly specify whether their views are espoused by their organization or not.

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Editorial

This issue of the *Journal of Air Transport Studies* includes five papers.

In the first paper, Ong Su-Wuen, Robert Y. Cavana and Mondher Sahli focus on airline safety management using a systems thinking approach applied in the context of New Zealand. Their study is based on causal loop modelling; this may prove a promising tool with important implications for all stakeholders involved in the airline industry. The second paper by Jin-Long Lu investigates issues of passenger perceived value from full service carriers vis-à-vis low fare airlines. A suitable theoretical framework is applied in the context of Taiwanese travellers and the various research hypotheses are tested using among others regression analysis.

Doron Levy, Yvonne Ziegler and Susanne Koch discuss a risk assessment profiling procedure for air cargo in the third paper. Appropriate combinations of human and technological resources may substantially enhance the screening process resulting in higher efficiency and/or lower cost for the industry. In the fourth contribution, James Higgins, Kent Lovelace, Elizabeth Bjerke, Nick Lounsberry, Rebecca Lutte, Daniel Friedenzohn, Sam Pavel, Bruce Chase and Paul Craig examine issues related to airline pilot labour supply to conclude that a significant shortage of pilots is expected to emerge within the next twenty years; as a result, suitable policies should be introduced to deal with this problem. Finally, in the fifth paper, Sotiroula Liasidou highlights a number of important pillars related to holiday trips and associated consumer behaviour. Using factor analysis the author stresses the role of customer service, price sensitivity and choice and shows their implications for airline strategies.

May we take this opportunity to thank all our authors and referees for their support in publishing this tenth issue of the Journal. Our continuing partnership with Air Transport News and our new collaboration with the Laboratory for Tourism Research and Studies of the University of the Aegean, Greece facilitate the open access character of the Journal aiming at ensuring that JATS can get a significant exposure to the academic and business audience and raise its profile accordingly. Enjoy reading!

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