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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 via journal's website <https://jats.aviationsociety.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-pso-abuse-in-italy/> (accessed on 22/08/2008).

Industry Perspectives are usually shorter than full research papers and should 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.

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.

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Rebecca Gili, Luis A. Gil-ALana

This paper deals with modeling air traffic data using a long memory class of models that uses fractional integration. Two datasets have been considered: monthly global Revenue Passenger Kilometers and the number of monthly flights in Europe. The objective of this paper is to investigate whether Covid-19 has had a temporary or permanent impact on the air traffic trends. To do so, we investigate the orders integration of the series. Both datasets produced the same results: the trend was mean reverting when considering data before Covid-19, but the shock was so strong and long-lasting, that it produced a change to non-mean-reversion results after Covid-19. That said, if it is desirable to bring the air traffic trend back to its values before Covid-19, it will require intervention on the part of authorities or external factors since the series will not return by themselves to their original long-term projections.

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Eugene Pik

The global pilot shortage in the aviation industry is a growing concern, affecting airlines worldwide as they struggle to meet the demand for qualified pilots. This article delves into the causes and implications of the shortage, highlighting its impact on airline operations, travel costs, and safety. It provides a comprehensive overview, including a historical background, current situation analysis, and an exploration of potential future consequences. Case studies are presented to showcase strategies employed by airlines and organizations to combat the problem, such as training local individuals, expanding flight capacities, partnering with flight schools, implementing autonomous aircraft plans, and introducing innovative training programs. The intended audience comprises aviation industry professionals, policymakers, educators, and stakeholders like airline executives, regulators, training organizations, schools, government officials, and researchers. The article aims to deliver valuable insights and influence decision-makers and stakeholders to take proactive measures in addressing the pilot shortage.

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Marietta Fragkogianni, Elen Paraskevi Paraschi, Eirini Vlassi

In parallel to the medical and psychological science, human brain has long been in the epicentre of modern business practice. 'Neuromarketing' constitutes a fundamental means to this process. Thus, notwithstanding the first signs of its genesis being viewed in medical terms in early 70s, it is only in recent years that neuromarketing research has grown exponentially. Yet, academic literature remains silent on the issue of neuromarketing application in the

aviation sector. More precisely, the psychological resonance that practices of the kind could exert in prospective airline passengers' psychology is not represented in current literature, mainly considering that successful promotion and profitability are of paramount importance in the airline business. In this study 874 scientific publications have been reviewed. Neuromarketing is presented in its constituents while the following areas of extant scholarship are highlighted: psychological, emotional, decision-making, advantages, challenges and ethics. The study ends up to a proposed theoretical framework paving the way for further research against the backdrop of the relationship between neuromarketing methods application marketing mix and airline passengers' decisions.

4. TRANSPORT CONNECTIVITY OF REMOTE ISLANDS: THE CASE OF KASTELLORIZO, GREECE.....39-51

Petros Zenelis

This paper examines the transportation network and connections of the eastern Greek island, Kastellorizo. The major factors related to the island's connectivity have to do with its remote location, the existing transportation infrastructure and the economic and political conditions. Kastellorizo faces significant challenges the most important of which is the insufficiency of the existing infrastructure to satisfy a potential increase in transportation volumes. Specific solutions are suggested for the upgrading of the island's transportation linkages. These include ideas for increasing the local transportation demand, promoting the island's natural beauty, introducing sustainable tourism practices and offering incentives to transportation providers to include Kastellorizo in their routes. The importance of the transportation infrastructure and sustainability for the residents is highlighted in this paper's conclusions. Future research is needed to further explore the transportation challenges that remote islands face and recommend targeted solutions taking into account the unique characteristics of the regions in question.

EDITORIAL

This issue collects four papers focusing on a variety of topics related with the contemporary air transport environment.

In the first paper, **Rebecca Gili and Luis A. Gil-ALana** investigate whether Covid-19 has had a temporary or permanent impact on the air traffic trends, using a long memory class of models that uses fractional integration in RPKs and flight data in a European scale. Results indicate that the trend was mean reverting when considering data before Covid-19, but the shock was so strong and long-lasting, that it produced a change to non-mean-reversion results after Covid-19, thus requiring intervention on the part of authorities or external factors since the series will not return by themselves to their original long-term projections.

Eugene Pik, in the second paper, provides a comprehensive overview, including a historical background, current situation analysis, and an exploration of potential future consequences, presenting case studies to showcase strategies employed by airlines and organizations to combat the problem, such as training local individuals, expanding flight capacities, partnering with flight schools, implementing autonomous aircraft plans, and introducing innovative training programs, thus delivering valuable insights and influence decision-makers and stakeholders to take proactive measures in addressing the pilot shortage

Academic literature gap on the issue of neuromarketing application in the aviation sector has been observed by **Marietta Fragkogianni, Elen Paraskevi Paraschi and Eirini Vlassi**, who reviewed in this paper more than eight hundred scientific publications to present neuromarketing in its constituents, highlighting psychological, emotional, decision-making areas, and advantages, challenges and ethics. The authors propose a theoretical framework for further research against the backdrop of the relationship between neuromarketing methods application marketing mix and airline passengers' decisions.

The fourth and last paper examines the transportation network and connections of the eastern Greek island, Kastellorizo. **Petros Zenelis** suggests specific solutions for the upgrading of the island's transportation linkages. These include ideas for increasing the local transportation demand, promoting the island's natural beauty, introducing sustainable tourism practices and offering incentives to transportation providers to include Kastellorizo in their routes, while future research recommend the investigation of transportation challenges that remote islands face; and solutions based on their unique characteristics.

To all the authors and reviewers who contributed to this issue of Journal of Air Transport Studies, we would like to express our gratitude for your efforts. We feel that these publications make a meaningful contribution to aviation practitioners and academia while also promoting further research in relevant subject areas.

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