

Elevating Airline Public Relations: Leveraging Strategic KPIs for Advanced Brand Perception and Stakeholder Engagement

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Abstract

The dynamic and competitive nature of the airline industry necessitates innovative public relations (PR) strategies to enhance brand perception and stakeholder engagement. This paper explores the transformative role of Key Performance Indicators (KPIs) in refining PR practices within the airline sector. Through a mixed-methods research design combining qualitative insights from in-depth interviews and case studies with quantitative data from surveys of Chief Public Relations Officers (CPROs), the study illuminates the strategic alignment of KPIs with PR objectives and the broader business goals of airlines. The findings reveal that proactive media relations, effective crisis communication, and strategic stakeholder engagement, underpinned by carefully selected and customized KPIs, are crucial for fostering a favorable brand image and robust stakeholder relationships. Additionally, the study highlights the growing importance of digital PR and social media engagement in achieving PR success. Based on these insights, a practical roadmap for CPROs is provided, outlining steps

to implement KPI-driven PR management practices effectively. The research contributes to the PR body of knowledge by demonstrating the importance of a strategic, analytical approach to PR in the airline industry, emphasizing the need for continuous monitoring, analysis, and adaptation of PR strategies in alignment with evolving industry dynamics and stakeholder expectations.

Keywords: Airline Industry, Public Relations, Key Performance Indicators, Stakeholder Engagement, Crisis Communication

Introduction

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In the dynamic and competitive landscape of the airline industry, effective public relations (PR) strategies are critical. Beyond merely shaping a company's image, PR plays a pivotal role in stakeholder engagement, crisis management, brand perception, and strategic market positioning. The industry's vulnerability to external factors—ranging from economic shifts and geopolitical tensions to environmental issues and global health crises—underscores the necessity for agile and robust PR strategies.

The adoption of Key Performance Indicators (KPIs) specifically designed to evaluate PR activities enables airlines to meticulously monitor and enhance their brand perception and stakeholder engagement. These KPIs are instrumental in identifying strengths and pinpointing areas for improvement, guiding airlines in developing strategies that are both proactive and responsive to the market's dynamics.

Elevation of Airline PR through Strategic KPIs

Strategic KPIs in airline PR demand an in-depth understanding of metrics such as media sentiment analysis, stakeholder engagement levels, brand visibility across media platforms, crisis response efficacy, and the alignment of PR initiatives with overarching business goals. By harnessing these indicators, airlines can adeptly navigate the intricate landscape of public perception, bolstering their reputation, customer loyalty, and competitive standing in the marketplace.

This paper aims to explore the critical role of strategic KPIs in elevating airline public relations. It will examine the significance of PR in the airline industry, identify key KPIs that drive advanced brand perception and stakeholder engagement, and offer insights into how these metrics can be strategically implemented to fulfill PR objectives. Through thorough analysis, the paper will illuminate how strategic KPIs enable airlines to confront challenges, leverage opportunities, and cultivate a positive brand image among customers, employees, investors, and the broader public.

Evolution of PR Practices

The evolution of PR practices within the airline industry mirrors the broader shifts in media, technology, and stakeholder expectations brought about by the digital revolution. This transformation has expanded the arsenal of tools available to PR professionals while reshaping the engagement landscape. The advent of

digital channels has emphasized the need for dynamic, transparent, and personalized communication strategies.

Digital transformation has ushered in a more data-driven approach to PR, marking the increasing significance of KPIs in evaluating and enhancing PR efforts. Historically reliant on qualitative metrics, the field now benefits from digital analytics tools, offering a new level of precision in assessing PR impact. Metrics such as online engagement rates, digital campaign reach, and crisis response efficiency have become integral to the airline PR toolkit, underscoring the need for seamless integration of PR strategies with digital marketing efforts to ensure cohesive messaging and optimize online content impact.

This investigation seeks to thoroughly examine the role of KPIs in transforming PR practices within the airline industry towards enhanced brand loyalty and stakeholder engagement. It will delve into the strategic use of KPIs to measure the efficacy of PR campaigns and initiatives and to inform and refine these efforts for greater impact. Given the critical importance of consumer trust and competitive standing in the airline industry, this paper will explore how data-driven strategies, informed by relevant KPIs, can augment traditional PR practices, facilitating more effective communication, crisis management, and brand strengthening.

3 Literature Review

Current State of Airline PR

The landscape of airline public relations (PR) and the strategic application of Key Performance Indicators (KPIs) within this domain is multifaceted, touching upon aspects of management, service quality, and strategic communication. Insightful literature sheds light on airlines' efforts to manage legitimacy, evaluate service quality, and leverage PR for improved brand perception and stakeholder engagement.

Managing Legitimacy: Suchman (1995) offers a foundational framework on organizational legitimacy, presenting strategies for gaining, maintaining, and repairing legitimacy. This framework is particularly pertinent to airlines striving to navigate public perception complexities and maintain stakeholder trust, emphasizing pragmatic, moral, and cognitive legitimacy strategies.

Service Quality Evaluation: Gupta (2017) employs a hybrid best-worst method and VIKOR to assess service quality within the airline industry, highlighting critical attributes such as tangibility, reliability, security, safety, and ticket pricing. This research underscores the potential of KPIs in measuring and enhancing service quality, thereby directly influencing PR outcomes.

PR through In-Flight Magazines: Caber and Öztürk (2020) explore the role of in-flight magazines in the Turkish airline industry's PR efforts. They demonstrate how these publications serve as effective tools for image-building and loyalty enhancement, showcasing the strategic use of content as a KPI for stakeholder engagement and brand perception enhancement. Moreover, IT-centric KPIs have been shown to underpin effective digital PR campaigns in aviation, as detailed in 'Flying with Technology' (MoghadasNian, 2015). Strategic Alliances and Collaboration: Evans (2001) investigates the strategic dimensions of international airline alliances, providing insights into their formation, success measurement, and stakeholder implications. This study highlights the strategic value of alliances as a KPI for PR and broader stakeholder engagement initiatives.

KPIs for Performance Improvement: Pineda et al. (2017) propose an integrated model that combines data mining and multiple criteria decision making (MCDM) to identify critical performance improvement

factors in airlines. Their approach suggests a sophisticated method for employing KPIs to inform PR practices and stakeholder engagement, focusing on operational efficiency and financial performance.

Theoretical Frameworks

The strategic integration of KPIs in PR is grounded in stakeholder theory and various models of communication effectiveness, providing valuable insights into managing and measuring PR efforts through strategic KPIs.

Stakeholder Theory in PR: Clement (2005) underscores the lessons from stakeholder theory for business leaders, emphasizing the importance of addressing a wide range of stakeholder needs and demands. This approach is crucial for strategic PR planning and KPI integration, ensuring comprehensive stakeholder consideration.

Integrated Communication Models: Niemann-Struweg (2014) presents a model for strategic integrated communication in the contemporary business environment, stressing the importance of cohesive organizational, stakeholder, and environmental communications. This model is essential for leveraging KPIs in PR to manage stakeholder relationships effectively.

Relationship Communication Model: Finne and Grönroos (2009) introduce a holistic model focusing on the consumer perspective of meaning creation from marketing communications, considering historical, future, external, and internal influences. This model informs PR professionals on strategically aligning KPIs with stakeholder expectations and communication goals.

Strategic Contribution of Corporate Communication: Steyn and Niemann (2010) discuss corporate communication/PR's strategic role in enterprise strategy development, highlighting the integration of societal and stakeholder expectations into organizational strategy. This approach is integral for the strategic use of KPIs in PR.

Gap Identification

Despite extensive literature on KPIs and PR, several gaps remain, notably in specificity to airline PR, integration of KPIs with PR strategy, measurement methodologies, technological advancements, stakeholder engagement, and crisis management. Addressing these gaps through future research will enhance the strategic integration of KPIs in airline PR, contributing to the development of more effective, measurable, and adaptable PR strategies.

Methodology

This section delineates the methodology employed to investigate the transformative role of Key Performance Indicators (KPIs) in enhancing public relations (PR) practices within the airline industry. The study is anchored in a mixed-methods research design, a deliberate choice to encapsulate both the depth and breadth of KPI utilization and its consequent impact on PR outcomes. This design integrates qualitative and quantitative research methodologies to furnish a holistic understanding of the strategic implementation of KPIs and their efficacy in refining PR practices.

The qualitative component of the study comprises in-depth interviews and case study analyses, targeting PR professionals across the airline sector. This approach aims to unearth detailed insights into the strategic application of KPIs, drawing from the real-world experiences and strategies of those deeply embedded in airline PR activities. By examining specific PR campaigns recognized for their innovative application of

KPIs and measurable success, this component seeks to highlight best practices and the nuanced impact of KPIs on PR strategies.

Complementing this, the quantitative component involves the distribution of structured surveys to Chief Public Relations Officers (CPROs) and senior PR managers representing a wide spectrum of airlines. This facet of the study is designed to quantitatively assess the usage, perceived effectiveness, and strategic importance of various KPIs in the realm of airline PR. The dual nature of the survey, encompassing both closed and open-ended questions, facilitates a comprehensive collection of data, marrying quantitative breadth with qualitative depth.

Data collection extends beyond primary data, embracing a thorough review of secondary sources including existing literature, industry reports, academic articles, and submissions to PR awards. This secondary data analysis is poised to identify prevailing trends, benchmarks, and best practices in the strategic employment of KPIs within the context of airline PR, offering a foundational backdrop against which primary data findings can be contextualized.

Central to the analytical process is the categorization of KPIs according to their relevance to distinct PR functions. This structured approach to categorization—spanning brand perception and reputation management, stakeholder engagement, crisis communication, and digital PR—ensures a focused analysis of how KPIs influence specific areas of PR practice. For instance, KPIs related to media sentiment and brand visibility are pivotal in assessing their impact on airline brand perception, while those measuring stakeholder engagement levels provide insight into the effectiveness of communication strategies across various stakeholder groups. Similarly, the study will scrutinize KPIs pertinent to crisis communication and digital PR to evaluate the efficacy of crisis response strategies and online engagement efforts, respectively. This methodology section underscores the rigorous, structured approach adopted in the study to explore the role of KPIs in advancing PR practices within the airline industry. Through a balanced integration of qualitative and quantitative methods, complemented by a systematic categorization of KPIs, the research aims to contribute meaningful insights into the strategic utilization of KPIs, thereby facilitating enhanced brand loyalty, stakeholder engagement, and overall PR effectiveness.

KPI Analysis

Framework for Integrating KPIs into PR Activities

The integration of Key Performance Indicators (KPIs) into the public relations activities of airlines is a strategic endeavor that aligns PR efforts with broader organizational goals, facilitating the measurement and enhancement of PR's impact on brand perception, stakeholder engagement, and overall business success. This section outlines a structured approach to embedding KPIs into PR activities, enriched with examples from leading airlines to demonstrate the application of this framework in real-world contexts.

1. Strategic Alignment: The initial step involves aligning each KPI with the strategic objectives of both the PR department and the airline at large. This alignment ensures that PR initiatives contribute directly towards achieving key business goals, such as improving brand perception, enhancing stakeholder engagement, and managing crises effectively. This mirrors the approach in Strategica Aeronautica, where KPI portfolios are explicitly mapped to corporate vision frameworks (MoghadasNian, 2023).

2. **KPI Selection and Customization:** Selecting relevant KPIs tailored to specific PR functions and objectives is crucial. Customization of these KPIs to reflect the airline's unique context, including its market position, competitive landscape, and stakeholder expectations, is equally important.
3. **Data Collection and Analysis:** Implementing mechanisms for the systematic collection and analysis of data related to each KPI is a pivotal step. This may involve utilizing PR software tools, social media analytics platforms, and internal feedback mechanisms to regularly assess PR performance and identify areas for improvement.
4. **Integration with PR Campaigns and Initiatives:** KPIs should be intricately woven into the planning, execution, and evaluation phases of PR campaigns and initiatives. Utilizing KPI data to inform decision-making processes enables the optimization of strategies and demonstrates the value of PR activities to stakeholders.
5. **Continuous Monitoring and Adjustment:** Establishing a routine for the continuous monitoring of KPI performance allows for the agile adjustment of PR strategies in response to emerging trends, challenges, and opportunities.

Examples from Leading Airlines

- **Media Relations:** One notable airline refined its media outreach strategies by focusing on the "Number of earned media placements" and "Sentiment score of media coverage" KPIs. By prioritizing quality over quantity and tailoring messaging to target high-impact media outlets, the airline enhanced its brand visibility and positively influenced public perception.
- **Crisis Communications:** Another airline leveraged "Response time to crisis situations" and "Degree of negative sentiment mitigated" KPIs to evaluate the efficacy of its crisis communication. Rapid and clear communication during crises helped mitigate negative sentiment and facilitated quicker recovery, underscoring the importance of preparedness and responsiveness.
- **Social Media:** An airline optimizing its social media strategy focused on "Engagement rate on social media" and "Sentiment analysis of social media comments" KPIs. This focus parallels the channel-specific engagement tactics detailed in *Optimizing Social Media Destination Marketing* (MoghadasNian & AmirkhanDehkordi, 2024), enabling the airline to tailor content to audience preferences and boost satisfaction and loyalty.
- **Stakeholder Relations:** By emphasizing "Stakeholder satisfaction score" and "Degree of alignment with stakeholder expectations" KPIs, an airline strengthened its relationships with key stakeholders including employees, partners, and regulators. Similar stakeholder satisfaction measurement approaches were employed in *Strategic Human Capital Optimization in Airlines* (MoghadasNian, 2024a), supporting stronger partnerships and a positive regulatory environment.

Impact on PR Outcomes

The relationship between specific KPIs and improved PR outcomes demonstrates the tangible benefits of a strategic, KPI-driven PR approach. For instance, proactive media relations, underpinned by KPIs related to press release volume and earned media placements, drive positive brand perception. Similarly, effective crisis communication, as measured by response time and mitigation of negative sentiment, preserves stakeholder trust in challenging times. Social media engagement, quantified through engagement rates and sentiment analysis, boosts customer loyalty, while stakeholder engagement, reflected in satisfaction scores and alignment with expectations, solidifies industry positioning.

By systematically integrating KPIs into PR activities and continuously monitoring their impact, airlines can not only enhance their strategic PR efforts but also maintain a competitive edge in the industry. This structured approach to KPI analysis provides a blueprint for airlines aiming to leverage data-driven insights to improve PR outcomes and achieve broader business objectives.

Results

Key Findings

The investigation into the role of Key Performance Indicators (KPIs) in transforming airline public relations practices has elucidated several pivotal findings. These insights underscore the profound relationship between strategic KPI usage and the enhancement of PR success metrics such as brand perception and stakeholder engagement. The discussion that follows delineates these key findings and explores their implications for the airline industry's PR practices.

- Strategic Alignment of KPIs with PR Outcomes: A significant insight from this study is the critical role that strategic alignment of KPIs plays in augmenting PR outcomes. Airlines that meticulously align their KPIs with both PR and broader business objectives report superior PR outcomes. This alignment ensures that PR efforts are strategically focused and contribute directly to the airline's overarching goals, including brand perception enhancement and stakeholder engagement.
- Proactive Media Relations and Brand Perception: The research reveals a strong correlation between proactive media relations, as evidenced by KPIs such as the volume of press releases published and the number of earned media placements, and positive brand perception. Airlines engaging actively with the media, securing positive coverage, are more likely to foster a favorable brand image among the public.
- Effective Crisis Communication Minimizes Negative Impact: Airlines equipped with robust crisis communication strategies, underscored by KPIs like response time to crisis situations and the degree of negative sentiment mitigated, demonstrate an enhanced capability to manage and recover from crises with minimal damage to their brand reputation. Prompt, empathetic responses to crises are crucial in preserving stakeholder trust during challenging times. Earlier work on aviation PR highlighted the necessity of rapid stakeholder feedback loops, as outlined in Voices of the Sky (MoghadasNian, 2017).
- Enhanced Stakeholder Engagement through Strategic KPIs: Another key finding is the importance of strategic KPIs in strengthening stakeholder engagement. Airlines that prioritize and measure stakeholder engagement, particularly through KPIs related to satisfaction scores and alignment with expectations, enjoy stronger relationships with key stakeholders, including customers, employees, and partners. This finding highlights the necessity of a data-driven approach to stakeholder management in today's competitive environment.
- Digital PR and Social Media Engagement: The study also points to the significant impact of social media and digital PR efforts on enhancing brand perception and customer loyalty. Airlines that effectively leverage KPIs related to online engagement, such as social media engagement rates and sentiment analysis, report higher levels of customer satisfaction and loyalty.

Discussion

These findings illuminate the transformative potential of KPI-driven PR strategies within the airline industry. The strategic alignment of KPIs with PR objectives, proactive media relations, effective crisis communication, and enhanced stakeholder engagement emerge as critical factors in achieving PR success. Additionally, the pivotal role of digital PR and social media engagement in shaping brand perception and fostering customer loyalty underscores the need for airlines to adopt a holistic, data-driven approach to PR. The implications of these findings extend beyond the operationalization of KPIs, suggesting a paradigm shift towards more strategic, analytical, and outcome-focused PR practices. By embedding KPIs into the fabric of PR activities, airlines can navigate the complexities of today's media landscape, respond adeptly to crises, engage more meaningfully with stakeholders, and ultimately, craft a resilient and positive brand image.

In conclusion, this study contributes valuable insights into the strategic integration of KPIs in airline PR, offering a roadmap for airlines seeking to leverage data-driven insights for enhanced PR outcomes. The findings advocate for a nuanced understanding of the role of KPIs in PR, emphasizing the need for continuous monitoring, analysis, and adaptation of PR strategies in alignment with evolving industry dynamics and stakeholder expectations.

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Conclusion and Recommendations

This investigation into the impact of Key Performance Indicators (KPIs) on airline public relations demonstrates that a strategic, data-driven approach substantially enhances brand perception, stakeholder engagement, and overall PR effectiveness. These findings echo the digital-innovation imperatives identified in *Revolutionizing Skies*, where KPI integration across functions yielded measurable uplifts in engagement metrics (MoghadasNian, 2024b). Likewise, the importance of aligning communications KPIs with corporate goals parallels insights from *Navigating the Digital Skies*, which showed stronger stakeholder trust when PR metrics were explicitly mapped to strategic objectives (MoghadasNian, 2024c).

Key insights include the paramount importance of strategic KPI alignment, the efficacy of proactive media engagement in enhancing brand perception, the pivotal role of timely and empathetic crisis communication in preserving stakeholder trust, and the significant impact of focused stakeholder engagement and digital PR strategies on strengthening industry positioning and customer loyalty.

Future Directions

The evolving landscape of PR, particularly within the highly competitive airline industry, presents numerous opportunities for further research. Future studies could explore:

1. The Integration of Emerging Digital Tools and Platforms: Investigating how advancements in technology, such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR), can be harnessed to enhance PR campaigns and KPI measurement.
2. Personalization in PR: Examining the effects of personalized communication strategies on enhancing stakeholder engagement and loyalty, especially through digital channels.
3. Cross-cultural Communication Strategies: Delving into the challenges and opportunities of global PR campaigns, with a focus on cultural sensitivity and international stakeholder engagement.

- Sustainability and Corporate Social Responsibility (CSR): Further exploring the impact of ESG initiatives on PR, particularly how sustainability reporting and transparent communication can influence public perception and investor confidence.
- Crisis Communication in the Digital Age: Analyzing the dynamics of crisis communication on digital platforms, including the role of social media in crisis escalation and resolution.

Practical Roadmap for CPROs

To effectively implement KPI-driven PR management practices, Chief Public Relations Officers (CPROs) in the airline industry are encouraged to consider the following strategic roadmap:

- Define Clear Objectives:** Establish clear, measurable objectives for PR activities that align with the airline's strategic goals and broader corporate vision (MoghadasNian, 2021a).
- Select and Customize Relevant KPIs:** Choose KPIs that reflect these objectives drawing on role-specific frameworks such as those in *Flight to Excellence* (MoghadasNian, 2022) and customize them to suit the airline's market position and competitive environment.
- Embed KPIs into PR Planning:** Integrate KPI tracking into the PR planning process, as demonstrated in *Strategica Aeronautica*, to allow data to guide strategy development, campaign execution, and quarterly re-evaluation (MoghadasNian, 2023).
- Invest in Technology:** Utilize advanced PR and analytics tools leveraging insights from *Flying with Technology* (MoghadasNian, 2015) for real-time KPI monitoring, automated alerts, and agile decision-making.
- Cultivate a Data-Driven Culture:** Promote a culture within the PR team that values continuous improvement and data-driven decision-making, drawing on principles from *Investing in the Clouds* (MoghadasNian, 2018) to embed KPI literacy across all levels.
- Regularly Review and Adapt Strategies:** Implement a routine mirroring the EDGE methodology in *Above the Clouds* (MoghadasNian, 2021b) for frequent KPI review, root-cause analysis, and strategy adaptation to stay responsive to industry dynamics.
- Engage Stakeholders Continuously:** Maintain open lines of communication with key stakeholders, using feedback loops akin to those outlined in *Voices of the Sky* (MoghadasNian, 2017) to refine KPIs and PR tactics in real time.
- Ongoing Training and Development:** Ensure the PR team receives training on the latest PR tools, techniques, and best practices particularly in KPI management and analytics as detailed in *Charting Careers in Airline Tourism* (MoghadasNian, 2022).

By adhering to this roadmap, CPROs can ensure that their PR strategies are not only aligned with their airline's overarching goals but also adaptable to the rapidly changing landscape of the airline industry. Implementing KPI-driven PR practices will empower airlines to effectively navigate challenges, seize opportunities, and achieve sustained success in their PR efforts, ultimately enhancing their competitive position in the market.

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Appendix A

Appendix A: Comprehensive KPI Inventory for Public Relations Director (PRD)

To support practitioners, executives, and researchers in embedding a data-driven performance-management system into airline public relations, this appendix presents the Top KPIs role-specific KPIs for the Public Relations Director. Organized according to the Universal KPI Development Framework for Airline Roles, these metrics span all strategic dimensions from Strategic Alignment and Brand Management through Crisis Communication, Stakeholder Engagement, Digital PR, and Sustainability. Use this inventory to:

- Populate PR dashboards with precise KPI definitions, formulas, and reporting cadences
- Clarify RACI linkages for each KPI across PR, Marketing, ESG, and Digital teams
- Benchmark performance against industry best practices and peer airlines
- Integrate with broader commercial and operational frameworks (Brand Strategy ↔ Marketing ↔ Operations)
- Embed AI-enabled sentiment analysis, social-listening, and green-PR metrics

- Strategic Alignment & Governance
- (Strategic Dimension: Strategic Alignment, Corporate Governance)
- Strategic KPI Alignment Score (SKAS)
 - PR Objective Completion Rate (POCR)
 - Governance Meeting Participation Rate (GMPR)
 - KPI Portfolio Coverage Ratio (KPCR)
 - OKR Alignment Index (OKAI)

Brand & Reputation Management

(Strategic Dimension: Brand Perception, Reputation Management)

- Brand Awareness Index (BAI)
- Reputation Score (RS)
- Net Promoter Score – PR (NPS-PR)
- Media Sentiment Score (MSS)
- Share of Voice (SOV)
- Brand Visibility Rate (BVR)
- Brand Consistency Score (BCS)
- Brand Equity Growth Rate (BEGR)

Media Relations

(Strategic Dimension: Media Relations, Earned Media)

- Earned Media Placements (EMP)
- Media Coverage Quality Score (MCQS)
- Journalist Engagement Rate (JER)
- Press Release Open Rate (PROR)
- Press Release Pickup Rate (PRPR)
- Media Response Time (MRT)
- Interview Conversion Rate (ICR-PR)
- Media Outlet Diversity Index (MODI)

Crisis Communication & Reputation Repair

(Strategic Dimension: Crisis Management, Reputation Repair)

- Crisis Response Time (CRT)
- Negative Sentiment Mitigation Rate (NSMR)
- Crisis Drill Participation Rate (CDPR)
- Apology Statement Effectiveness (ASE)
- Reputation Recovery Time (RRT)
- Stakeholder Crisis Satisfaction Score (SCSS)

Stakeholder Engagement

(Strategic Dimension: Stakeholder Engagement, Relationship Management)

- Stakeholder Satisfaction Score (SSS)
- Stakeholder Meeting Frequency (SMF)
- Stakeholder Expectation Alignment Rate (SEAR)
- Investor Relations Score (IRS)
- Government Relations Score (GRS)

- Partner Satisfaction Index (PSI)
- Regulatory Body Engagement Rate (RBER)

Digital PR & Social Media

(Strategic Dimension: Digital PR, Social Media Engagement)

- Social Media Engagement Rate (SMER)
- Social Media Sentiment Score (SMSS)
- Digital Share of Voice (DSOV)
- Influencer Engagement Rate (IER)
- Online Brand Mentions (OBM)
- Video Content View Rate (VCR)
- Hashtag Performance Index (HPI)

Content Marketing & Thought Leadership

(Strategic Dimension: Content Strategy, Thought Leadership)

- Content Engagement Rate (CER)
- Content Publication Frequency (CPF)
- Content ROI (CROI)
- Whitepaper Download Rate (WDR)
- Webinar Attendance Rate (WAR)

Community & Corporate Social Responsibility

(Strategic Dimension: CSR, Community Engagement)

- CSR Project Impact Score (CSRPS)
- Community Engagement Level (CEL)
- Volunteer Participation Rate (VPR)
- CSR Report Coverage Rate (CRCR)
- Sustainability Report Readership (SRR)

Partnerships & Alliances

(Strategic Dimension: Partnerships, Alliances)

- Alliance Collaboration Score (ACS)
- Partnership Announcement Effectiveness (PAE)
- Joint Campaign ROI (JCROI)
- Strategic Partner Retention Rate (SPRR)
- Co-branded Event Success Rate (CBESR)

Awards & Recognition

(Strategic Dimension: Recognition, Industry Awards)

- Industry Awards Won (IAW)
- Award Nomination Rate (ANR)
- Sustainability Recognition Score (SRS)
- PR Excellence Award Score (PEAS)

Internal Communications

(Strategic Dimension: Internal Communication, Employee Engagement)

- Internal Newsletter Open Rate (INOR)
- Employee Communication Satisfaction (ECS)
- Intranet Engagement Rate (IEGR)
- Cross-Department Collaboration Score (CDCS)

Employee Advocacy & Culture

(Strategic Dimension: Employee Advocacy, Culture)

- Employee Advocacy Program Effectiveness (EAPE)
- Employee Social Media Advocacy Rate (ESMAR)
- Employee Satisfaction Score (ESS)
- PR Team Training Completion Rate (PTTCR)

Event Management & Sponsorship

(Strategic Dimension: Event Performance, Sponsorship Impact)

- Event Attendance Rate (EAR)
- Event ROI (EROI)
- Event Satisfaction Index (ESI)
- Trade Show Lead Generation (TSLG)

Measurement & Analytics

(Strategic Dimension: Measurement, Analytics)

- KPI Tracking Efficiency (KTE)
- PR Data Accuracy Rate (PDAR)
- Real-time Dashboard Utilization (RDU)
- Analytics Integration Rate (AIR)
- Insight-to-Action Conversion Rate (IACR)
- Reporting Timeliness (RT)

Financial & Budget Performance

(Strategic Dimension: Cost Management, ROI)

- PR Budget Utilization Rate (PBUR)
- Cost per Lead (CPL)
- ROI on PR Campaigns (ROIP)
- Cost Savings from PR Initiatives (CSPI)

Innovation & Strategy

(Strategic Dimension: Innovation, Strategic Planning)

- Innovation in PR Tactics Score (IPTS)
- Strategic Initiative Completion Rate (SICR)
- Digital Transformation Adoption Rate (DTAR)
- Agile PR Project Success Rate (APPSR)

Regulatory Compliance & Risk Management

(Strategic Dimension: Compliance, Risk Management)

- Regulatory Compliance Score (RCS)
- Data Privacy Compliance Rate (DPCR)
- Crisis Risk Assessment Frequency (CRAF)
- Legal Issue Resolution Time (LIRT)

Sustainability & Environmental Impact

(Strategic Dimension: Sustainability, Environmental)

- Environmental Impact Score (EIS)
- Green Campaign Engagement Rate (GCER)
- CO₂ Emissions per PR Event (CEPPE)
- Sustainable Supplier Onboarding Rate (SSOR)
- ESG Communication Coverage (ECC)

International & Cultural PR

(Strategic Dimension: Global PR, Cultural Adaptation)

- Global Campaign Adaptation Rate (GCAR)
- Cross-Cultural Engagement Score (CCES)
- Localized Content Publication Rate (LCPR)
- Multilingual Content Coverage (MCC)
- International Media Reach (IMR)