



## **Dr John Frankie O'Connell**

### **Cranfield University**

PhD. Cranfield University; MBA(A) Embry Riddle Aeronautical University; MSc., Cranfield  
Senior Lecturer  
Member of the Royal Aeronautical Society

### **Past Experience**

Analyst at Boeing; Lecturer at Embry Riddle Aeronautical University; Consultant at Arab Air  
Carriers Organisation and IATA

### **Research and Teaching Focus**

Airline Strategy, Middle East Aviation, Ancillary Revenues, Deregulation

### **Short Bio**

John Frankie O'Connell completed an MSc in Air Transport Management from Cranfield University and an MBA (Aviation) from Embry-Riddle Aeronautical University, later returning to Cranfield to complete a PhD in Airline Strategy. He also holds a pilot's licence.

He is currently a senior lecturer in Airline Management at the Air Transport Department at Cranfield University. He specifically lectures in Airline Strategy and also covers areas such as deregulation, ancillary revenues and the exponentially growing Middle East Aviation market. He has conducted airline management courses for Singapore Airlines and Emirates onsite. He has produced over 20 academic journal papers as well as a popular book entitled 'Air Transport in the 21<sup>st</sup> Century'.

Previously, Frankie worked for the Boeing commercial aircraft company as an analyst for a number of years and then for Embry-Riddle Aeronautical University (extended campus in California) as an airline lecturer for a further five years. While at Embry-Riddle, he regularly lectured at the NASA Ames research facility at Moffett Field. He is also a regular speaker on the BBC and Dubai Eye radio stations and at international conferences discussing the ongoing events in the airline industry.

### **Publications**

O'Connell, J. F. and Bouquet, A. (2014). Dynamic packaging spells the end of European Charter Airlines, *Journal of Vacation Marketing*, DOI: 10.1177/1356766714547290

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Moreira, M.E., O'Connell, J.F., Williams, G. (2011), The viability of long-haul, low cost business models, *Journal of Air Transport Studies*, Vol. 2 (1), pages 69-91.

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O'Connell, J.F., Williams, G. (2005)<sup>1</sup>. Passengers' perceptions of low cost airlines and full service carriers: A case study involving Ryanair, Aer Lingus, Air Asia and Malaysia Airlines, *Journal of Air Transport Management*, Vol 11, pages 259-272

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<sup>1</sup> This paper was the most downloaded paper in the *Journal of Air Transport Management* for the past 8 years.

## **Book**

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## **Book Chapters**

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## **Conference Papers**

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### **Trade Magazines**

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O'Connell, J.F. (2005). The scramble for India, Aircraft Economics, January/February, pages 30-31

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