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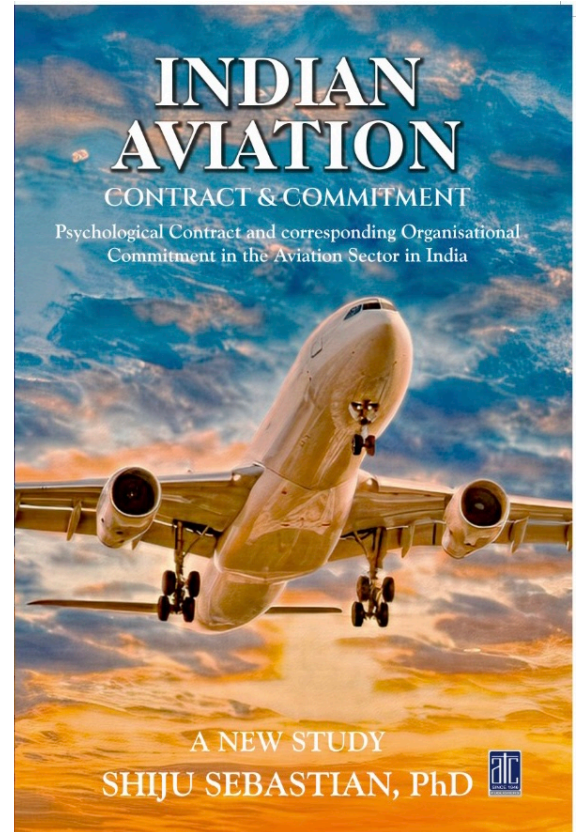
Dr. Shiju Sebastian's "INDIAN AVIATION – Contract & Commitment", has been proudly published and launched by ATC Publishers. Everyone including critics will enjoy this New Study about the Aviation sector.

"What we need to do is always lean into the future; when the world changes around you and when it changes against you – what used to be a tail wind is now a head wind – you have to lean into that and figure out what to do because complaining isn't a strategy."

JEFF BEZOS, Amazon

"Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product."

ELON MUSK, Tesla



A metal tube with a pair of wings and engines, changed the dynamics of traveling. Since the invention of the airplane in 1903, air travel has developed as an essential method for transportation for individuals and cargo. The Indian civil aviation is predicted to become the largest domestic civil aviation market in a span of 10 to 15 years, and it is expected that by 2025, India would be the third largest market, both domestic and international. India is currently the fastest growing aviation market and is expected to handle a passenger traffic of 520 million by 2037 (Singh, 2019). In light of these figures, it becomes increasingly necessary to foster positive, committed and mutually beneficial relationships between airline organizations and their employees.

This concept of the Psychological Contract has been studied by several researchers but none, have so far, studied the same within the airline sector. This book is an attempt at mapping the Psychological Contract and corresponding Organizational Commitment in the aviation sector in India.

Dr. Shiju Sebastian is a seasoned academician with over seventeen years of international experience in academics, administration, policy making, whilst on the advisory committee for several organizations, including entities under the United Nations Economic and Social Council. He earned his MBA, MPhil and Doctorate in Management from Christ University, Bangalore, India with extended research studies on "Entrepreneurship in Emerging Economies" from Harvard University. Dr. Sebastian presently serves as the Associate Professor of Business and Management at Christ University's School of Business and Management. He lives in Bangalore with his wife Mini, an academician herself and daughter, Abigail, a musical genius.

CONTACT: Phone: +91 99167-77474 | E-mail: office@shijusebastian.com