

References

- Alfred D. Chandler, Jr., *Strategy and Structure*, Cambridge, MA: MIT press, 1963.
- Coltman, T., Gattorna, J. and Whiting, S. “*Realigning service operations strategy at DHL Express*”, *Interfaces*, Vol. 40, No. 3, (2010), May-June, 175-183.
- B. Fitzsimmons, James A., and Mona J. Fitzsimmons, *Service Management: Operations, Strategy, and Information Technology*, 5th Ed., Irwin/McGraw-Hill, 2006.
- Haksever, C., Render, B., Russell, R. S. and Murdick, R. G., *Service Management and operations*, second Ed., Pearson Education, 2003, Singapore.
- Henderson, B, “*The origins of strategy*”, C. Montgomery, M. Porter (Eds.), *Strategy: Seeking and Securing Competitive Advantage*, Harvard Business Review Book (1991).
- James L. Heskett, *Managing in the service economy*, Harvard Business School Press, 1986, Boston.
- Metters, R. D., King-Metters, K. H. and Pullman, M., *Successful Service Operations Management*, 1st Ed., South-Western College Publishers, 2002.
- Michael E. Porter, *Competitive Advantage: Creating and Sustaining Superior Performance*, The Free Press, 1985, New York.
- Nataraja, S. and Al-Aali, A. (2011),”The exceptional performance strategies of Emirate Airlines”, *Competitiveness Review: An International Business Journal*, Vol. 21 No. 5, pp. 471-86, ISSN 1059-5422.
- Pankaj Ghemawat, *Commitment: The Dynamics of Strategy*, New York: Free Press, 1991.

- Valarie A. Zeithaml, “Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence”, *Journal of Marketing*, 1988, Vol. 52, pp. 2-22.