Strategic Agility as a Competitive Advantage in Airlines –
Case Study: Egypt Air
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Abstract
Strategic agility has become one of the important tools that help airlines survival, increasing competitiveness, and achieving excellence in a changing and volatile labor market, that achieve a competitive advantage. The prime objective of this research is to illustrate the importance of strategic agility in achieving competitive advantage through studying its impact on innovation, service quality, delivery reliability, process flexibility, and cost leadership. 300 questionnaires were distributed on a random sample of employees in Egypt air, while 256 questionnaires were found usable for analysis. The results showed that Egypt air is characterized as an agile company. Results also indicated that strategic agility affects greatly the competitive advantage in Egypt air, where it affects greatly delivery reliability, followed by innovation, then process flexibility, service quality and finally cost leadership.

Keywords: Agility, Agile Organization, Agile Workforce, Strategic Agility, Competitive Advantage.