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34.Title	Winning through Supply Chain Collaboration: The Case of Air France - KLM
Conference	International Conference on Global Issues in Business and Technology, to be held from July 31 - August 1, 2008 at National Institute of Financial Management (A Government of India Institute), Faridabad, India in collaboration with the University of Maryland, Eastern Shore, USA.)
Author	Dr. Sajal Kabiraj, Dr. Vinod Kumar, Dr. Uma Kumar
Abstract	Price based competition is not always possible for the majority of airline companies due to their lack of dominant market share. However collaborative supply chain management through integration and strategic alliances can result in cost savings for the airline companies, their suppliers and consumers. The authors have researched the