

Environmental Perception of Global Business Travel by Swiss Companies in the Zurich Airport Area.

The aim of this research is to analyse the literature and perform a survey and case study regarding the need for, potential benefits, downsides of and alternatives to global business travel in modern business.

The proliferation of international business in the era of the global economy generates constant growth in the number of individuals who engage in long distance and overseas travel for various work-related activities (Gustafson 2012). The researcher has gone into more detail on environmental concerns, global warming and perceptions than other areas and tried to integrate discussion of air global business travellers, corporate culture and corporate social responsibilities where possible.

Where they exist, Swiss studies are mentioned as the main area of study is in the Zurich airport area. It is estimated that 115,000 inhabitants are located in the surrounding communities around the airport, which are the following; Bassersdorf, Oberglatt, Rümlang, Opfikon-Glattbrugg, Wallisellen, Wangen-Brüttisellen, Dietlikon, Dübendorf and Kloten.

Mr Ignacio Echeverria Arrondo is a student of the program “Doctor in Business Administration” at Swiss Business School, in Kloten, since 2017. The survey and interviews are required in order to complete his doctoral dissertation.

Ms Silvana Micheli has volunteered to lead the interviews for which she has received appropriate training.

Thank you,

Ignacio Echeverria-Arrondo