## Table of contents

I	List o	f tab	les	V	
I	list o	of figu	IFes	V	
1	In	trod	uction: Spatial market entry in the aviation and strategy literatures	1	
	1.1 Intr		roductory remarks on market entry as a phenomenon in different literature		
	1.2		e airline industry as a research context for market entry		
	1	.2.1	Industry background		
	1	.2.2	Location-specific and route-specific airline markets	4	
	1.3	Re	search on market entry in the aviation literature	6	
	1	.3.1	Antecedents	6	
	1	.3.2	Contingencies	8	
	1	.3.3	Consequences	8	
	1.4	Re	search on market entry in the strategy literature	9	
	I	.4.1	Antecedents	10	
	1	.4.2	Contingencies	14	
	1	.4.3	Consequences	17	
	1.5	Eva and	aluation of research on market entry in the airline and strategy literatures lidentification of research opportunities	18	
	1.6	Dis	sertation aim and approach	24	
2	2 Serving vs. settling: What drives low-cost carriers' establishment of				
	foreign bases?				
	2.1	Intr	oduction	30	
	2.2	Inte	ernationalization strategies of low-cost carriers	31	
	2.3	Hyj	potheses		
	2.	.3.1	Managerial level	33	
	2	.3.2	Organizational level	34	
	2.	.3.3	Environmental factors	35	
	2.4	Me	thodology and data		
	2.4.1		Methodology		
	2.	4.2	Data	39	
	2.5	Res	ults and discussion	41	
	2.6	Cor	clusion	46	
	2.7	Арр	bendix: Airlines and airports included in the sample		
3	M	ltim	arket coopetition: How the interplay of competition and cooperation		
5	affects entry into shared markets				
	3.1		oduction		
	3.2	Literature review			
			otheses		

3.3.2   The interaction between multimarket competition and cooperation in shaping market entry     3.4   Data and method.     3.4.1   Sample	3.3.1	Multimarket competition and market entry when the intensity of cooperati is low	
shaping market entry     3.4 Data and method.     3.4.1 Sample.     3.4.1.1 Dependent variable.     3.4.1.2 Explanatory variables     3.4.1.3 Control variables     3.4.1.3 Control variables     3.4.1.3 Control variables     3.4.2 Analytical approach     3.5 Results     3.5 Results     3.5.2 Robustness checks     3.6.1 Theoretical implications     3.6.2 Managerial implications     3.6.3 Limitations and directions for future research     3.7 Conclusion     7     4 Enemy mine: Whether and when incumbents identify entrants as competitors     7     4.1 Introduction     7     4.2 Theory and hypotheses     7     4.3 Empirical setting: European airlines and the entry of the Middle Eastern carriers     8     4.4.1 Dependent variables     4.4.2 Independent variables     4.4.3 Moderator variables     4.4.4 Control variables     4.4.5 Estimation method	3.3.2		
3.4.1 Sample   3.4.1.1 Dependent variable     3.4.1.1 Dependent variables   3.4.1.2 Explanatory variables     3.4.1.2 Explanatory variables   3.4.1.3 Control variables     3.4.1.3 Control variables   3.4.2 Analytical approach     3.4.2 Analytical approach   6     3.5 Results   6     3.5 Results   6     3.5 Results   6     3.5.1 Hypotheses tests   6     3.6 Discussion   6     3.6.1 Theoretical implications   6     3.6.2 Managerial implications   6     3.6.3 Limitations and directions for future research   7     3.7 Conclusion   7     4 Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1 Introduction   7     4.2.1 Entrant's patterns of capacity expansion in its identification as a confingency   7     4.2.2 Entrant's absolute footprimt in an incumbent's market as a contingency   7     4.3 Incumbent top management team's faultlines as a contingency   7     4.4 Data and method   8     4.4.1 Dependent variables   8     4.4.2 Independent variables   8     4.4.3 Moderator variables   8	5.5.2		
3.4.1.1   Dependent variable.   3.4.1.2     3.4.1.2   Explanatory variables   3.4.1.3     3.4.1.3   Control variables   3.4.1.3     3.4.2   Analytical approach   6     3.5   Results   6     3.5.1   Hypotheses tests   6     3.5.2   Robustness checks   6     3.6   Discussion   6     3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.2.4   Date and method   8   4.4.1   Dependent variables   83 <tr< td=""><td>3.4 Da</td><td>and method</td><td></td></tr<>	3.4 Da	and method	
3.4.1.2   Explanatory variables     3.4.1.3   Control variables     3.4.2   Analytical approach     3.5   Results     3.5   Results     3.5.1   Hypotheses tests     3.6   Discussion     3.6.1   Theoretical implications     3.6.2   Managerial implications     3.6.3   Limitations and directions for future research     3.7   Conclusion     7   1     4   Enemy mine: Whether and when incumbents identify entrants as competitors     7   4.2     Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a contingency     7   4.2.2     Entrant's patterns of capacity expansion in its identification as a contingency     7   4.2.3     Incumbent top management team's faultlines as a contingency     7   4.3     Empirical setting: European airlines and the entry of the Middle Eastern carriers     8   4.4     1   Dependent variables     4.4.3   Moderator variables     4.4.4   Control variables	3.4.1	Sample	
3.4.1.3   Control variables     3.4.2   Analytical approach     3.5   Results     3.5.1   Hypotheses tests     3.5.2   Robustness checks     3.6   Discussion     3.6.1   Theoretical implications     3.6.2   Managerial implications     3.6.3   Limitations and directions for future research     3.6.3   Limitations and directions for future research     7   A <b>Enemy mine: Whether and when incumbents identify entrants as competitors</b> 7   4.1     Introduction   7     4.2   Theory and hypotheses     7   4.2.1     Entrant's patterns of capacity expansion in its identification as a competitor     7   4.2.2     Entrant's absolute footprint in an incumbent's market as a contingency     7   4.2.3     Incumbent top management team's faultlines as a contingency     7   4.3     A Data and method   8     4.4.1   Dependent variables     4.4.3   Moderator variables     4.4.4   Control variables     4.5   Estimation method	3.4	.1.1 Dependent variable	
3.4.2   Analytical approach   6     3.5   Results   6     3.5.1   Hypotheses tests   6     3.5.2   Robustness checks   6     3.6   Discussion   6     3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4   Data and method   8   4.4.1     4.4.1   Dependent variables   8   4.4.2     4.4.3   Moderator variables   8   4.4.4	3.4	1.2 Explanatory variables	
3.5   Results   6     3.5.1   Hypotheses tests   6     3.5.2   Robustness checks   6     3.6   Discussion   6     3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4.1   Dependent variables   8   4.4.2     4.4.2   Independent variables   8   4.4.3     4.4.3   Moderator variables   8   4.4.5     4.5.1   Descriptive statistics	3.4	1.3 Control variables	
3.5.1   Hypotheses tests   6     3.5.2   Robustness checks   6     3.6   Discussion   6     3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a contingency   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Data and method   8     4.4.1   Dependent variables   8     4.4.2   Independent variables   8     4.4.3   Moderator variables   8     4.4.4   Control variables   8     4.5   Estimation method   8     4.5.1   Descriptive statistics   8     4.5.2   Hypotheses tests   8	3.4.2	Analytical approach	
3.5.2   Robustness checks   6     3.6   Discussion   6     3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Moderator variables   8     4.4.1   Dependent variables   8     4.4.2   Independent variables   8     4.4.3   Moderator variables   8     4.4.4   Control variables   8     4.5   Estimation method   8     4.5.1   Descriptive statistics   8     4.5.2   Hypotheses tests   87     4.5.3   Additional analyses   91 </td <td>3.5 Re</td> <td>sults</td> <td></td>	3.5 Re	sults	
3.6 Discussion   6     3.6.1 Theoretical implications   6     3.6.2 Managerial implications   6     3.6.3 Limitations and directions for future research   7     3.7 Conclusion   7     4 Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1 Introduction   7     4.2 Theory and hypotheses   7     4.2.1 Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2 Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3 Incumbent top management team's faultlines as a contingency   7     4.4 Data and method   8     4.4.1 Dependent variables   8     4.4.2 Independent variables   8     4.4.3 Moderator variables   8     4.4.4 Control variables   8     4.5 Results   8     4.5.1 Descriptive statistics   8     4.5.2 Hypotheses tests   8     4.5.3 Conclusion   92     4.6 Additional analyses   91     4.7 Discussion   92     4.8 Conclusion   92	3.5.1	Hypotheses tests	
3.6.1   Theoretical implications   6     3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4   Data and method   8   8     4.4.1   Dependent variables   8   8     4.4.2   Independent variables   8   8     4.4.4   Control variables   8   8     4.5.1   Descriptive statistics   8   8     4.5.2   Hypotheses tests   8   8     4.5.1   Descriptive statistics   8   8 <td>3.5.2</td> <td>Robustness checks</td> <td></td>	3.5.2	Robustness checks	
3.6.2   Managerial implications   6     3.6.3   Limitations and directions for future research   7     3.7   Conclusion   7     4   Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4   Data and method   8     4.4.1   Dependent variables   8     4.4.2   Independent variables   8     4.4.3   Moderator variables   8     4.4.4   Control variables   8     4.5.5   Results   8     4.5.1   Descriptive statistics   8     4.5.2   Hypotheses tests   8     4.5.1   Descriptive statistics   8     4.5.2	3.6 Di	scussion	
3.6.3 Limitations and directions for future research   7     3.7 Conclusion   7     4 Enemy mine: Whether and when incumbents identify entrants as competitors   7     4.1 Introduction   7     4.2 Theory and hypotheses   7     4.2.1 Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2 Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3 Incumbent top management team's faultlines as a contingency   7     4.3 Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4.1 Dependent variable   8     4.4.2 Independent variables   8     4.4.3 Moderator variables   8     4.4.4 Control variables   8     4.5 Results   8     4.5.1 Descriptive statistics   8     4.6 Additional analyses   91     4.7 Discussion   92     4.8 Conclusion   92	3.6.1	Theoretical implications	
3.7   Conclusion	3.6.2	Managerial implications	
4   Enemy mine: Whether and when incumbents identify entrants as competitors	3.6.3	Limitations and directions for future research	
4.1   Introduction   7     4.2   Theory and hypotheses   7     4.2.1   Entrant's patterns of capacity expansion in its identification as a competitor   7     4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4   Data and method   8   8     4.4.1   Dependent variables   8     4.4.2   Independent variables   8     4.4.3   Moderator variables   8     4.4.4   Control variables   8     4.4.5   Estimation method   8     4.5.1   Descriptive statistics   85     4.5.2   Hypotheses tests   85     4.5.1   Descriptive statistics   85     4.5.2   Hypotheses tests   91     4.5   Additional analyses   91     4.5   Conclusion   95     Conclusion   95	3.7 Co	aclusion	
4.2.2   Entrant's absolute footprint in an incumbent's market as a contingency   7     4.2.3   Incumbent top management team's faultlines as a contingency   7     4.3   Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4   Data and method   8     4.4.1   Dependent variable   8     4.4.2   Independent variables   8     4.4.3   Moderator variables   8     4.4.4   Control variables   8     4.4.5   Estimation method   8     4.4.5   Results   8     4.4.5   Results   8     4.5.1   Descriptive statistics   8     4.5.2   Hypotheses tests   87     4.5.4   Conclusion   91     4.7   Discussion   92     4.8   Conclusion   95			
4.2.3 Incumbent top management team's faultlines as a contingency   7     4.3 Empirical setting: European airlines and the entry of the Middle Eastern carriers   8     4.4 Data and method   8     4.4.1 Dependent variable   8     4.4.2 Independent variables   8     4.4.3 Moderator variables   8     4.4.4 Control variables   8     4.4.5 Estimation method   8     4.5 Results   8     4.5.1 Descriptive statistics   8     4.5.2 Hypotheses tests   87     4.6 Additional analyses   91     4.7 Discussion   92     4.8 Conclusion   95	4.2.1	Entrant's patterns of capacity expansion in its identification as a competite	or76
4.3 Empirical setting: European airlines and the entry of the Middle Eastern carriers.   8     4.4 Data and method.   8     4.4.1 Dependent variable.   8     4.4.2 Independent variables.   8     4.4.3 Moderator variables.   8     4.4.4 Control variables.   8     4.4.5 Estimation method.   8     4.5 Results.   8     4.5.1 Descriptive statistics.   8     4.5.2 Hypotheses tests   87     4.6 Additional analyses.   91     4.7 Discussion   92     4.8 Conclusion.   95	4.2.2	Entrant's absolute footprint in an incumbent's market as a contingency	
4.4 Data and method.   8     4.4.1 Dependent variable.   8     4.4.2 Independent variables.   8     4.4.3 Moderator variables.   8     4.4.4 Control variables.   8     4.4.5 Estimation method.   8     4.5 Results.   8     4.5.1 Descriptive statistics.   8     4.5.2 Hypotheses tests   87     4.6 Additional analyses.   91     4.7 Discussion   92     4.8 Conclusion.   95     Conclusion   96	4.2.3	Incumbent top management team's faultlines as a contingency	
4.4.1 Dependent variable84.4.2 Independent variables84.4.3 Moderator variables84.4.4 Control variables84.4.5 Estimation method84.5 Results84.5 Results84.5.1 Descriptive statistics84.5.2 Hypotheses tests874.6 Additional analyses914.7 Discussion924.8 Conclusion95Conclusion96			
4.4.2Independent variables834.4.3Moderator variables834.4.4Control variables844.4.5Estimation method854.5Results854.5.1Descriptive statistics854.5.2Hypotheses tests874.6Additional analyses914.7Discussion924.8Conclusion95Conclusion96	4.4 Dat		
4.4.3 Moderator variables84.4.4 Control variables84.4.5 Estimation method84.5 Results84.5 Results84.5.1 Descriptive statistics84.5.2 Hypotheses tests874.6 Additional analyses914.7 Discussion924.8 Conclusion95Conclusion	4.4.1	Dependent variable	
4.4.4 Control variables844.4.5 Estimation method.854.5 Results854.5 Results854.5.1 Descriptive statistics854.5.2 Hypotheses tests874.6 Additional analyses914.7 Discussion924.8 Conclusion95Conclusion96	4.4.2	Independent variables	
4.4.5   Estimation method	4.4.3	Moderator variables	83
4.5   Results   85     4.5.1   Descriptive statistics   85     4.5.2   Hypotheses tests   87     4.6   Additional analyses   91     4.7   Discussion   92     4.8   Conclusion   95     Conclusion   96	4.4.4	Control variables	
4.5.1 Descriptive statistics   85     4.5.2 Hypotheses tests   87     4.6 Additional analyses   91     4.7 Discussion   92     4.8 Conclusion   95     Conclusion   96	4.4.5	Estimation method	85
4.5.2 Hypotheses tests   87     4.6 Additional analyses   91     4.7 Discussion   92     4.8 Conclusion   95     Conclusion   96			
4.6   Additional analyses   91     4.7   Discussion   92     4.8   Conclusion   95     Conclusion   96	4.5.1	Descriptive statistics	85
4.7 Discussion   92     4.8 Conclusion   95     Conclusion   96	4.5.2	Hypotheses tests	
4.8 Conclusion	4.6 Add	itional analyses	91
Сопсіusioп	4.7 Disc	ussion	92
	4.8 Con	clusion.,,	95
	5 Conclusi	ОЛ	