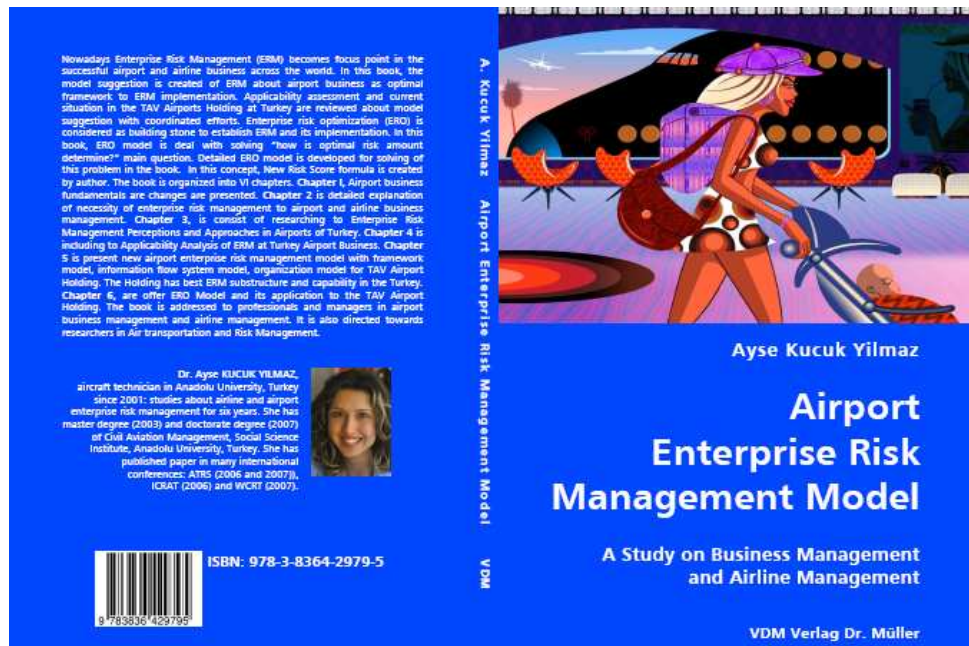


BOOK REVIEW: AIRPORT ENTERPRISE RISK MANAGEMENT MODEL



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Today, all businesses are risky. Companies face a wide range of risks in the normal course of business. Nevertheless, not all risks are equally important. Enterprise Risk Management graciously assists

the focus of the managers on the risks that has largest influence "both positive and negative" on their ability to achieve strategic goals and to add shareholder value. In my new book, I present the new framework model of enterprise risk management including strategies, approaches, methods, tools and techniques and how they can be used in the air transportation sector: Airline and airport business.

The book is prepared to offer the new Enterprise Risk Management model (ERM). This concept has become focus point in the successful airport and airline business across the world.

Concepts and implementations regarding enterprise risk management issue are very limited especially in the airport business. This book is prepared to model for the airport enterprise risk management. Enterprise risk management implementation structures are usually tailored to an individual company and reflect the nature, likelihood and magnitude of risk faced by the company. In this book, the model suggestion is developed to airport business enterprise risk management.

Essential theoretical and implementation components of enterprise risk management are defined and enterprise risk management framework and its process are reviewed in this book. "Enterprise Risk Management Implementation Model Suggestion for TAV Airports Terminal Operations Company" is created according to these studies. Applicability assessment and current situation in the TAV Airports Holding at Turkey are reviewed about model suggestion with coordinated efforts as university- industry cooperation. Also, Enterprise Risk Optimization Model is created according to this dissertation and related works.

Applicability assessment and current situation in the TAV Airports Holding at Turkey are reviewed about model suggestion with coordinated efforts. Enterprise risk optimization (ERO) is considered as building stone to establish ERM and its implementation. The central hypothesis of the book is "how is optimal amount of risk determined?"

The book is organized into VI chapters. Chapter I, Airport business fundamentals are changes are presented. Chapter 2 is detailed explanation of necessity of enterprise risk management to airport and airline business management. Chapter 3, is consist of researching to Enterprise Risk Management Perceptions and Approaches in Airports of Turkey. Chapter 4 is including to Applicability Analysis of ERM at Turkey Airport Business. Chapter 5 is present new airport enterprise risk management model with framework model, information flow system model, organization model for TAV Airport Holding. The Holding has best ERM substructure and capability in the Turkey. Chapter 6, are offer Enterprise Risk Optimization (ERO) Model and its application to the TAV Airport Holding. Also this book is consisted a new corporate risk score formula that this new formula has been developed by author. The book is addressed to professionals and managers in airport business management and airline management. It is also directed towards researchers in Air transportation and Risk Management. (This paragraph is get back cover of the book).

***About the author:** Dr. Ayse KUCUK YILMAZ, Assistant professor and licensed aircraft maintenance technician in Anadolu University, Turkey: studies about airline and airport enterprise risk management for six years. She has master degree (2003) and doctorate degree (2007) of Civil Aviation Management, Social Science Institute, Anadolu University, Turkey. She has published papers in many international conferences: ATRS (2006 and 2007)), ICRAT (2006) and WCRT (2007) and articles international peer reviewed journals. Her three books published by VDM Verlag Dr. Müller.*

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