

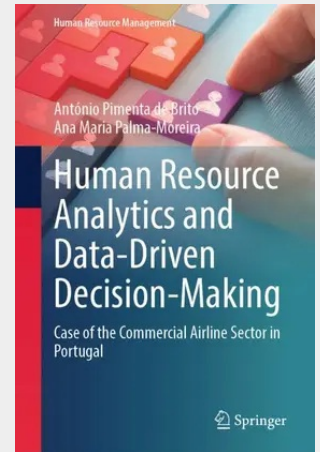
Human Resource Analytics and Data-Driven Decision-Making

Case of the Commercial Airline Sector in Portugal

This book illustrates how human resource leaders can harness data and AI to solve workforce challenges from turnover and skill shortages to low engagement and strategic misalignment. Using the commercial airline sector in Portugal as a case study, the book introduces a new job satisfaction scale and a predictive churn model providing a practical roadmap for improving talent retention, strengthening leadership, and building a thriving, future-ready workforce.

Bridging academic insight with real-world applications, this book is useful for researchers, scholars and academics as well as practitioners, leaders, and executives in HRM, organizational psychology, aviation management, and data-driven decision-making.

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