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An approach based on the discrete choice random-utility theory is presented to model airlines' decisions of strategically adding or deleting city-pair routes. The approach consists of methods for identification of air transportation networks, determination of choice sets, and comparison and validation of developed discrete choice models.

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### Meta-analysis of value of time in freight transportation ...

Implications for Discrete Choice Models. Theory is silent about discrete choices. Translation of utilities to discrete choice requires: Well defined utility indexes: ... Choice = (Air, Train, Bus, Car) To. Choice = (Brand 1, Brand 2, Brand 3, None) Brand 1 is only Brand 1 because it is first in. the list.

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### Modeling Airlines' Decisions on City-Pair Route Selection ...

Discrete choice models are widely used for the analysis of individual choice behavior and can be applied to choice problems in many fields such as economics, engineering, environmental management, urban planning, and transportation. For example, discrete choice modeling is used in marketing research to guide product positioning, pricing, product concept testing, and many other areas of ...