

Bloomberg: Coronavirus Shock Tests the Airline Industry's Cash 'Fortress'

March 10, 2020



[Mark Powers](#), professor of practice in finance and former CFO of JetBlue and Etihad Airways, was interviewed by [Bloomberg](#) about how airlines are managing the impact of the coronavirus.

Mark Powers, a Tulane University business professor and former chief financial officer at JetBlue and Etihad Airways PJSC, said the airline industry learned some hard lessons in the years after the Great Recession — and acted accordingly. “The industry decided that the bad balance sheet model doesn’t work,” he said. “Today you’re just talking about [earnings] impact.”

To read the article in its entirety, visit [bloomberg.com](#):

<https://www.bloomberg.com/news/articles/2020-03-09/airline-coronavirus-crisis-will-test-fortress-balance-sheets>

Interested in advancing your education and/or career? Learn more about Freeman's wide range of graduate and undergraduate programs. [Find the right program for you.](#)