



May 2011

The Newsletter of the  
**INFORMS Revenue Management and Pricing Section**

## The 2011 INFORMS Revenue Management and Pricing Section Conference

The 2011 INFORMS Revenue Management and Pricing Section Conference will take place on June 23-24, 2011 at Columbia University in New York City. The event will gather both practitioners and academics to discuss the latest scientific developments in the field. The program will include more than 80 talks covering many important aspects of pricing and revenue management theory and implementation. In addition, the conference will feature:

- Two plenary sessions :
  - o Asu Ozdaglar from MIT will discuss "Dynamics and Optimization in Social Networks."
  - o Shmuel Oren from University of California, Berkeley will discuss "Smart Markets for a Smart Electricity Grid".
  
- Presentations from the Revenue Management and Pricing Section Practice Prize finalists and announcement of the prize winner. This year, the practice prize finalists are:
  - o Google Inc., "Doubleclick Ad Exchanges: Auction Design In Practice",
  - o Walt Disney World, "Golf Course Revenue Management",
  - o Wyndham Exchange & Rentals, "Optimizing Vacation Exchange"
  
- A banquet at the Columbia faculty club on June 23rd.

Registration is now open through the conference website.

<http://www.informs.org/Community/Conferences/RMPS2011/Registration>

We look forward to seeing you in New York City!

The organizing committee: Omar Besbes, Guillermo Gallego, Soulayamane Kachani, Costis Maglaras, Robert Phillips, and Garrett van Ryzin.



## News from the *Journal of Revenue and Pricing Management*

### Palgrave Macmillan at INFORMS

The journal will have a stand at the 2011 INFORMS Revenue Management and Pricing Section Conference in New York from June 23-24. Visit the table to receive:

- 50% off of a personal subscription to the *Journal of Revenue and Pricing Management*
- Code for one month of free online access

### 10 out of 10- *RPM* Celebrates a Decade in 2011

2011 marks the 10th anniversary of the *Journal of Revenue and Pricing Management*. In celebration of the 10th anniversary volume, the editor, Dr. Ian Yeoman, has selected 10 papers that have made a contribution to our knowledge of Revenue Management and Pricing over the last ten years.

View the 10 milestone papers for free at:

[http://www.palgrave-journals.com/rpm/collections/milestones\\_collection.html](http://www.palgrave-journals.com/rpm/collections/milestones_collection.html)

### **Out Now!**

Be sure to check out the latest issue (<http://www.palgrave-journals.com/rpm/journal/v10/n3/index.html>) of the *Journal of Revenue and Pricing Management*.

Issue 10.3 focuses on change and provides examples of change, whether it is methods of modeling consumer predictive behavior or the fairness of brand class. Articles include:

- Dieter Westermann and John Lancaster present an interesting discussion piece on the pricing and decision support systems, advocating the advantages of integrating pricing with Revenue Management systems.
- Michael Raskin and colleagues discuss a new data analytic approach to understanding and predicting consumer behavior called Disjunctive Mapping (DM).
- Changhyun Kwon presents an optimal strategy to determine the number of impressions to display for pay per-click advertisements.

### Ensure RPM is at your institution

Recommend the *Journal of Revenue and Pricing Management* to your company or institution and ensure its timely and compelling content is even more widely disseminated. Use the online form here:

<http://www.nature.com/librec/svc/request/makeProdRequest?id=rpm>