

# The Newsletter of the INFORMS Revenue Management and Pricing Section

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## SymphonyIRI Joins CPRM Advisory Board

SymphonyIRI Group, Inc. has joined the Advisory Board of the Center for Pricing and Revenue Management. SymphonyIRI is a leading provider of innovative solutions and services for CPG, retail and healthcare companies. SymphonyIRI combines powerful market and shopper information, predictive analytics, flexible technology solutions and consulting services to help its clients drive and grow their businesses.

“Columbia’s foresight to create an organization focused on pricing and revenue management demonstrates the increasingly complex nature of these disciplines in an environment where trends, such as frequent pricing updates, can mean the difference between winning and losing shoppers,” said Andrew Appel, president and chief executive officer, SymphonyIRI. “Inviting SymphonyIRI to participate on the Center’s Advisory Board reflects our leadership in developing new analytic approaches to assist manufacturers and retailers as they strive to attract and retain shoppers and unlock new sources of growth.”

The Center’s Advisory Board comprises leaders in the field of revenue management, who review activities and consider new opportunities to enhance the Center. Additional members of the Advisory Board include senior executives from Walt Disney Parks and Resorts. The Board shapes the direction of the Center’s activities.

“SymphonyIRI is an innovator in applying analytics solutions to support decisions by product and retail companies,” said Robert Phillips, professor of Professional Practice, Columbia Business School. “Analytics is also an important discipline as manufacturers and retailers move to create more shopper-centric organizations. We are excited to have SymphonyIRI join our program.”



# News from the Journal of Revenue and Pricing Management

*The definitive pricing and revenue management journal...*

## All 2011 Futures Papers Free to View

The team at the *Journal of Revenue and Pricing Management (RPM)* are delighted to present all 2011 futures papers free to view, replacing the list provided from 2010. Simply visit any 2011 issue of your choosing to read these exciting thought pieces on the future of the subject.

You can get started by visiting the *RPM* website:

<http://www.palgrave-journals.com/rpm/>

We hope you enjoy them!

## Call for Papers: 12th INFORMS Revenue Management & Pricing Section Annual Conference

The *Journal of Revenue and Pricing Management* is delighted to present the call for papers for the 12th INFORMS Revenue Management & Pricing Section Annual Conference, held 29<sup>th</sup>-30th June 2012, ESMT - Berlin, Germany. All accepted papers will be published in a 2013 special issue, guest edited by Mark Ferguson.

**The deadline for submissions is:** 30th January 2013.

Please read the Call for Papers [PDF, 56KB] for full details:

[http://www.palgrave-journals.com/rpm/INFORMS\\_cfp.pdf](http://www.palgrave-journals.com/rpm/INFORMS_cfp.pdf)

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Don't forget - members of the INFORMS Revenue Management & Pricing Section receive a **special 50% discount** off the personal subscription rate for this journal. For additional details and to place your order, you can download the INFORMS order form here:

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## Palgrave Macmillan Introduces Palgrave Pivot

► Palgrave Pivot: Breaking Boundaries

Launching globally in autumn 2012 and publishing across the Humanities, the Social Sciences and Business, Palgrave Pivot introduces an innovative new format for scholarly research. Liberating scholarship from the straitjacket of traditional formats and business models, Palgrave Pivot offers authors the flexibility of publishing at lengths between the journal article and the conventional monograph. Palgrave Pivot will emphasize speed of delivery as well as innovation. The imprint undertakes to publish within 3 months of acceptance after full peer review.

Read the press release in full [PDF, 24 KB]:

<http://www.palgrave.com/pivot/PalgravePivot-October2012Launch.pdf>

## Open Access and *RPM*

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Please read our FAQs for Authors to learn more:

[http://www.palgrave-journals.com/rpm/open\\_access\\_faqs.html](http://www.palgrave-journals.com/rpm/open_access_faqs.html)