

The Newsletter of the INFORMS Revenue Management and Pricing Section

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INFORMS Revenue Management and Pricing Practice Award

The RM&P Section Practice Award recognizes outstanding applications of revenue management and pricing techniques, <https://www.informs.org/Community/revenue-mgt/Prizes/Practice-Prize>. Initial submissions are due by April 4, 2014. The final competition for the award will take place live during a special session of the INFORMS Revenue Management and Pricing Conference to be held at Sanbanci University, Istanbul, Turkey, from June 5-6, 2014. The winner will be announced during a prize ceremony at the conference.

Criteria: The 1st-prize winner and finalists will be selected based on their impact, originality and innovation, and technical merit.

Timeline:

- **April 4, 2014:** Initial submissions are due by email to anton@isye.gatech.edu. The initial submission should include a 3-6 page description that summarizes the problem, the solution approach, and the results and impact. The document should describe how the work is innovative, and should provide evidence of the work's impact. The submission may include other materials, such as papers and other publications, letters, press releases, etc.
- May 2, 2014: Finalists are notified.
- May 30, 2014: Finalist presentations are due. Each finalist should submit the presentation that they will deliver at the RM&P conference by email to anton@isye.gatech.edu. The presentation slides may be accompanied by supporting material, such as notes on each slide, video material, etc.
- June 5, 2014: Finalist presentations, winner selection, and award ceremony at the INFORMS RM&P Conference.

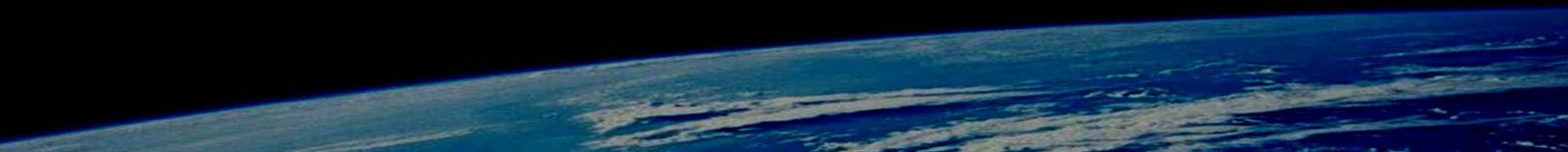
Prize Committee: Brenda Barnes, Anton Kleywegt, Ronald Menich

Eligibility: Anyone may submit except members of the prize committee. Any revenue management and pricing work from any industry, completed within the past 3 years, is eligible. Questions about the application procedure should be sent to anton@isye.gatech.edu

New book

Routledge published a new book titled "Segmentation, Revenue Management and Pricing Analytics" by Tudor Bodea and Mark Ferguson.

The practices of revenue management and pricing analytics have transformed the transportation and hospitality industries, and are increasingly important in industries as diverse as retail, telecommunications, banking, health



care and manufacturing. Segmentation, Revenue Management and Pricing Analytics guides students and professionals on how to identify and exploit revenue management and pricing opportunities in different business contexts.

Bodea and Ferguson introduce concepts and quantitative methods for improving profit through capacity allocation and pricing. Whereas most marketing textbooks cover more traditional, qualitative methods for determining customer segments and prices, this book uses historical sales data with mathematical optimization to make those decisions. With hands-on practice and a fundamental understanding of some of the most common analytical models, readers will be able to make smarter business decisions and higher profits.

Instructors can request free evaluation copies, see <http://www.routledge.com/books/details/9780415898331/>

INFORMS Annual Meeting 2014: Call for Presenters and a Few Good (Session) Chairs

The next INFORMS Annual Meeting will be held in San Francisco on November 9 - 12, 2014. Within the conference the invited/sponsored Revenue Management and Pricing cluster provides an exceptional forum to present work broadly related to revenue management and pricing. Both technical and applied works are suitable. The deadline for submissions is **May 15, 2014**, and those already invited by a session chair can conveniently enter their abstracts via the conference website. Otherwise please e-mail an abstract and title of the proposed talk to Goker Aydin (ayding@indiana.edu) or Darius Walczak (dwalczak@pros.com). Early submissions are strongly encouraged especially for those talks that still need to be placed in a session.

So far there has been a great response in terms of variety of session subjects, but if you feel that you have a particularly interesting theme for a session with at least some potential to attract presenters then we encourage you to organize a session. Each session is 90 minutes long and usually consists of 3-5 presentations. Since only a handful of new sessions can be added and to help with planning we ask you to e-mail a proposed session title to Goker Aydin or Darius Walczak as soon as possible. For more information about the conference, please refer to the conference website at <http://meetings2.informs.org/sanfrancisco2014/>

Columbia's CPRM speaker series

Columbia University's Center for Pricing and Revenue Management would like to publicize its speaker series.

Recent speakers have included:

- Michael Rubenstein, CEO, and Marie-Eve Piche, Director of Analytics, AppNexus "Analytics at Work"
- Alex Vratskides, founder and CEO, Persado, "Revolutionizing Digital Marketing with Marketing Language Engineering"
- Mark Shafer, SVP revenue management / analytics, Disney Parks & Resorts "Game-Changing Analytics - A Disney Perspective"
- Scott Friend, Managing Director, Bain Capital Ventures "Building Disruptive New Companies Based on Analytics"

Future speakers include:

- Ricardo Sanchez Gomez, US Technical Director, Cintra, "Dynamic Pricing of Toll Roads", **April 16, 2014**
- Barry Kahn, CEO, Qcue, details to follow

To register or find out more about the Center and upcoming events, please contact Camille Korschun at cprm@gsb.columbia.edu or visit our website at www7.gsb.columbia.edu/cprm.