

## Quarterly Newsletter of the INFORMS Revenue Management and Pricing Section

January 2009

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### Message from the Chair

I hope that everyone is having a prosperous and healthy New Year\*. The New Year tends to be soft demand times for most industries, more especially the hospitality and travel industries, which are the traditional adopters of revenue management.

*What will you talk about at the summer conference?*

Speaking of a lull, this is an excellent time for you to think about presenting at our summer section conference slated for June 16-18 at Cornell University. Draft an abstract of your talk and submit it March 15, 2010. You can email your abstract to [RMandP@cornell.edu](mailto:RMandP@cornell.edu). I will be soliciting papers based on presentations from this summer's conference for a special issue of the *Journal of Revenue and Pricing Management*. In the meantime, please check the section conference web site at

- [www.cornellRMandPconference.com](http://www.cornellRMandPconference.com)
- [www.informsrevenueandpricingconference.com](http://www.informsrevenueandpricingconference.com)

Please visit the web site regularly for the ability to register online.

*Would you like to host the 2010 summer conference?*

I am soliciting proposals for the 2010 summer section conference. If your institution would like to host the conference, please send me your proposal addressing the points highlighted elsewhere in this newsletter.

*Thinking about presenting at the next annual meeting this fall?*

Our cluster chairs for the 2010 INFORMS Annual Meeting are starting to plan out the Revenue Management and Pricing Track, and seek session chairs and presenters. If you are interested in presenting at the INFORMS Annual Meeting in Austin this fall (November 7-10, 2010), please contact one of the following individuals via email: Wei Ke (Novantas, [wke@novantas.com](mailto:wke@novantas.com)), Maarten Oosten (PROS, [moosten@prospricing.com](mailto:moosten@prospricing.com)), and Darius Walczak (PROS, [dwalczak@prospricing.com](mailto:dwalczak@prospricing.com))

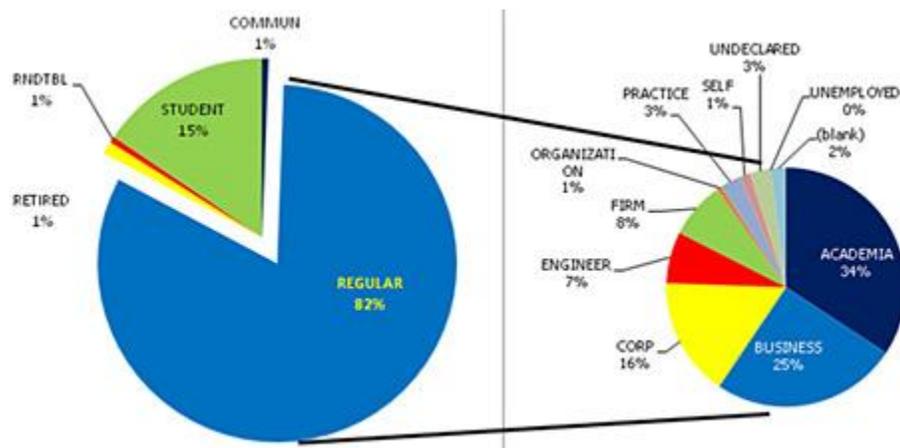
*Social networking*

Our LinkedIn subgroup has grown to a membership count of 64. LinkedIn is great way to reach

out to potential as well as existing section members. The LinkedIn subgroup also has a lot of healthy revenue management discussion threads, including recommendations for books on revenue management.

*Don't forget to renew your INFORMS and section membership*

At the end of 2009, we had about 274 members. We are currently at 174 members.



It looks like INFORMS and section membership renewals may be lagging for 2010. We currently have 140 up from 48 renewals in November. There are 107 (78 regular, 26 student, 3 other) members that have not extended their 2009 memberships. As a member of the Section, you are eligible for a 46% reduction in the subscription rate for the Journal of Revenue and Pricing Management – a gross and net savings of \$103 and \$91 (if you are a regular member). To obtain your reduced rate subscription to the Journal, please visit [http://revenue-mgt.section.informs.org/download/RPM\\_O-F\\_INFORMS\\_2010.pdf](http://revenue-mgt.section.informs.org/download/RPM_O-F_INFORMS_2010.pdf). If you have not renewed your membership, please visit INFORMS Online today ([www.informs.org](http://www.informs.org)) and renew by visiting the INFORMS Member Self-Service Center at [www.informs.org/Membership/Renew-Your-Membership](http://www.informs.org/Membership/Renew-Your-Membership).

### *Prizes*

Rob Shumsky is soliciting applications for the first Section Practice Prize. If you are interested, please submit a 3-5 page description of the work and its impact to [robert.shumsky@dartmouth.edu](mailto:robert.shumsky@dartmouth.edu) by April 1st. In the meantime, Kalyan Talluri is chairing the Committee for the Historical and Section Prizes this year. Kalyan will be assisted by Garrett van Ryzin and Barry Smith.

If you have any questions, feedback or suggestions, please do not hesitate to contact me or any member of the Section Board.

\*Reference to the New Year is based on the Gregorian calendar. The upcoming Chinese New Year, also referred to as the Lunar New Year, falls on February 14, 2010, when we'll be ringing in the Year of the Tiger.

Sincerely,  
John Quillinan  
Section Chair

### **Call for papers and session chairs for INFORMS Annual conference in Austin, TX**

Organization of the Revenue Management and Pricing Cluster for the INFORMS annual conference is currently in full swing. Organizers are aiming to schedule roughly 30 sessions this year, on par with last year's level of participation. The goal this year is to increase both industry participation and attendance from outside of North America, in addition to a continued strong showing of academic research. As of today, organizers have filled above half of the targeted number of sessions; please consider volunteering to organize a session to fill the rest.

Currently, organizers have sessions in the following topics: Consumer Learning and RM, RM of Retail Financial Services, Modeling Choice, Stochastic Approximation and Related Methods, Empirical RM, Consumer Behavior, Opaque/Nontraditional Sales Channels, Sales Agent Behavior, and New Directions in RM.

Organizers welcome session organizers for the following topics: Airline, Retail, Car Rental, Customer-centric RM, Freight Management, New Heuristics for Network RM and Pricing, Forecasting, Product Design, Internet Advertising, Services, and Energy. If you have a talk to present but are not sure whom to approach, please contact the track organizers and they will do their best to put you in touch with a suitable session chair (and you always have the option of submitting directly to the contributed cluster). If you want to chair a session on a subject listed above or have an idea on a new topic, let them hear from you now!

Please contact any of the three track chairs to volunteer, or for more information: Wei Ke ([wke@novantas.com](mailto:wke@novantas.com)), Maarten Oosten ([moosten@prospricing.com](mailto:moosten@prospricing.com)), and Darius Walczak ([dwalczak@prospricing.com](mailto:dwalczak@prospricing.com))

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

The *Journal of Revenue and Pricing Management* carries timely, relevant articles drawn from both industry applications and academic research.

#### *INFORMS Revenue Management and Pricing Section - CONFERENCE ISSUE*

The Journal has just published a special issue on the INFORMS Revenue Management and Pricing Section Annual Conference. This double issue has been guest edited by Robert Shumsky. Check out the table of contents and read the editorial for free online. [www.palgrave-journals.com/rpm/journal/v9/n1/](http://www.palgrave-journals.com/rpm/journal/v9/n1/)

#### *Related podcast also available*

Professor Shumsky talks to Addison Schonland on topics such as the internet, behavioral based pricing models, robust methods of revenue management and new forms of data management (all included in the Special issue). [http://iagblog.podomatic.com/entry/2009-12-23T05\\_15\\_02-08\\_00](http://iagblog.podomatic.com/entry/2009-12-23T05_15_02-08_00)

*Highlights for 2010 include a number of topical special issues*

- Volume 9.3: Special issue on Pricing and Revenue Models in the New Service Economy, plus regular papers. Guest edited by Irene Ng.
- Volume 9.4: Special issue on AGIFORS Revenue Management & Cargo Study Groups 2009, plus regular papers. Guest edited by Shau-Shiang Ja.
- Volume 9.5: Special issue on the INFORMS 2009 conference, plus regular papers. Guest edited by Costis Maglaras.

*Reduced Subscription rates*

Members of the RM&P Section are entitled to significantly reduced subscription rates – an individual annual rate of \$120 rather than the standard \$223. To receive the reduced rate, download and mail the [subscription form](#).

To learn more about the journal, visit [www.palgrave-journals.com/rpm/](http://www.palgrave-journals.com/rpm/)

**Corporate Sponsorship Opportunities**

There are still opportunities for your organization to sponsor section activities – these include but are not limited to sponsoring the section’s web site or sponsoring a coffee break the upcoming Cornell conference. Sponsoring a RM section initiative prominently associates your organization with the premier organization for quantitative pricing and revenue management. To learn more, contact Ahmet Kuyumcu at [akuyumcu@prorize.com](mailto:akuyumcu@prorize.com)

If you have information that you would like included in the newsletter, please contact Carrie Queenan at [c\\_queenan@nd.edu](mailto:c_queenan@nd.edu)