

# International Journal of Revenue Management (IJRM)

## Call For papers

**Special Issue on: "Customer Choice based Revenue Management"**

**Guest Editor: Jean Michel Chapuis, University of French Polynesia**



The next generation of Revenue Management models is likely to be based on customer choice. The understanding of how a customer behaves when he purchases a service from a company using Revenue Management will be the corner stone and a competitive advantage. This special issue seeks to highlight both innovative research and practice about consumer behavior and Revenue Management. The selection process will favor papers with special attention to the relationship between consumer loyalty and consumer choice and how this relationship affects the performance of Revenue Management.

### 🕒 Subject Coverage

Welcome are submissions of original research and case studies dealing with topics which include but are not limited to:

- Choice based Revenue Management
- Inventory control
- Capacity planning
- Differential pricing
- Dynamic pricing
- Customer relations management
- Loyalty programs
- Consumer behavior
- Perceived fairness
- Overbooking
- Dynamic programming

### 🕒 Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the [Author Guidelines](#) page

### 🕒 Important Dates

Full paper due: *15 March, 2010*

Notification of status of paper: *15 April, 2010*

Notification of acceptance and Review Results: *1 August, 2010*

Final version of paper due: *1 December, 2010*

## 🔍 Editors and Notes

You may send one copy in the form of an MS Word file attached to an e-mail (details in [Author Guidelines](#)) to the following, with the Subject line “Special Issue Customer Choice based Revenue Management”:

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(Please Cc the email to: Inderscience Editorial Office, *E-mail:* [editorial@inderscience.com](mailto:editorial@inderscience.com))

Please include in your submission the title of the Special Issue, the title of the Journal and the name of the Guest Editor