

International Journal of

Revenue Management

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ISSN: 1474-7332 (Print), ISSN: 1741-8186 (Online)

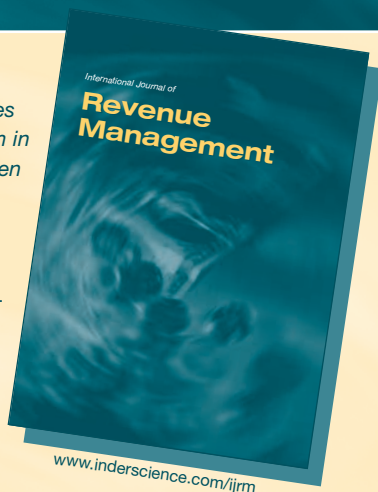
IJRM is an interdisciplinary and refereed journal that provides authoritative sources of reference and an international forum in the field of revenue management. IJRM publishes well-written and academically rigorous manuscripts. Both theoretic development and applied research are welcome.

Contents

IJRM publishes original analytical modelling papers, theory-based empirical papers, review papers, technical reports, case studies and industry-practice papers. Special issues devoted to important topics in revenue management will occasionally be published. Manuscripts submitted will be reviewed rigorously and thoroughly by leading researchers and practitioners in the field.

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- Cluster analysis, branding, segmentation, online/offline channel management
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- Forecasting, hedging/risk management
- Database/data warehouse management, data mining and analytics, business intelligence
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