

Abstract:

**„Ausgewählte Probleme und Methoden des Revenue-Managements“**

Once invented for the airline industry, revenue management is nowadays applied to a universe of other fields. One of the basic problems is a capacity control problem. Imagine a non-stop flight from A to B. Airlines use price discrimination so that a seat in, say, the economy class cabin is sold for different prices. If customer request for a low-price ticket occurs, the airline may accept this request which, in the presence of a limited number of seats, bears the risk that a high-price request must be rejected later. On the other hand, the airline may reject the low-price request, but then, if no further high-price customer shows up, the seat may stay empty. The presentation will outline the basic methods that are used to support such decisions. Extensions like group bookings, flight networks, and airline alliances will be considered as well.

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