Revenue management

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In this issue, Brabänder and Braun develop a novel calculation scheme for the costs of distribution per shipment according to a cost-by-cause principle. They propose to estimate the full costs of distribution routes excluding and including a new consignor. The paper makes a theoretical contribution to the economics of integration, computation analysis and cost allocation. From a practitioner perspective, the methodology is purposeful given its modular design for distribution costings and cost-based tariff design. HajMizaei and colleagues present thoughts on knowing customers and their behaviour as essential for demand management. The challenge is discovering customer types from sales transactions and product availability data. They use a metaheuristic's capability approach to explore the search space instead of mathematical demand models. Thus, a genetic algorithm is proposed to find efficient customer types.

Talebian and colleagues analyse optimal pricing for a retailer that sells two products using a mixed price bundling strategy. The results show that the mixed bundling strategy is the most beneficial to the retailer when substitution is moderate. Then, we move to the stochastic store traffic case and investigate how to jointly optimise prices,

bundle discount and inventory. Mikeulskiene and Moskvina consider the personalisation of products and the associated prediction of such goods. The contribution of the article lies in understanding price integrity in the production chain. Ahn and colleagues propose a variable pricing model (VPM) for airline pricing and revenue management, combining existing demand functions and deterministic linear programs. The results show the model is scalable, and the outcome of VPM significantly increases revenue, traffic and load factors compared to existing methods. Raza and colleagues' paper reviews the literature of airline revenue management within the context of operations research. The paper identifies emerging research clusters, topological analysis, key research topics, interrelation and collaboration networks and their patterns. The research is an excellent overview of the present and future debates within this topic.

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