

Integrated Capacity And Price Control In Revenue Management

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Due to tough competition and increased customer-orientation, companies must improve their management of revenue objectives. In the context of a fluctuating demand and the unknown price behaviour of customers, the practice-oriented development of a revenue management approach for an integrated control of capacities and prices becomes essential. Michael Becher develops a concept for an integrated capacity and price control in revenue management. His concept is based on fuzzy expert controllers and complies with the defined business and application requirements. The resulting approach is evaluated in three applications: capacity control in waste incineration industry, price control in hotels and integrated capacity and price control in goods distribution. The results show that the amount of coverage can be increased due to the application of the proposed concept. EAN/ISBN : 9783834996503
Publisher(s): Gabler Discussed keywords: Controlling, Ertrag Format: ePub/PDF Author(s): Becher, Michael

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