

The Journal of Revenue and Pricing Management Technology and Distribution Channels Special Issue Vol 8, No 1 Guest Editor: Dr Ben Vinod, Sabre Holdings

NOTES FOR CONTRIBUTORS

SUBMISSION OF PAPERS

In 2009, a special issue on technologies and distribution channels within the field of revenue management and pricing will be guest edited by Ben Vinod, Chief Scientist at Sabre Holdings. We would like to invite leading scientists, researchers and practitioners to submit papers, case studies and articles by **1st July 2008** in order to be considered for publication.

A copy of the manuscript should be sent via email to submissions@palgrave.com.

Examples of topics could include the following:

- Distribution Channels (travel agency, consumer direct – web, call center and OTAs (e.g. Travelocity, Expedia, etc.) and How They Have Evolved. Prior to 1996, there were no web supermarkets like Travelocity and Expedia or single supplier (air, hotel, etc.) branded consumer direct websites. The impact of these new channels on customer behavior has been a major topic of discussion in academia and industry.
- Technology Landscape – How it is evolving from TPF (transaction processing facility) based mainframe systems to open systems on commodity servers, distributed processing and service oriented architecture.
- Travel 2.0 and the impact of social networking on air and hotel booking process.
- Key Components of Technology in Travel and Transportation – architecture, infrastructure, security, performance, scalability and reliability.
- Revenue Management and the Significance of Product Distribution. Product distribution is the end product of revenue management when availability is displayed to an end user or a travel agent.
- Consumer direct versus travel agency. What are the advantages and disadvantages of both? Why most airlines strive for a balanced solution?
- The Impact of the Internet on Revenue Management. It is a well accepted fact that the Internet has had a profound impact on shopper empowerment and pricing transparency.
- Code Sharing and its Impacts on Revenue Management. There are hard blocks, soft blocks and free sale types of code share. Their impacts on the revenue management

process, code share flight management and code share flight availability through distribution channels.

- Impact of Off-Tariff (unpublished) fares (unpublished – web, travel agency, corporate) on revenue management and distribution.
- Advances in Air Shopping and Availability. The online channels have greater demands for shopping which frequently results in high look to book ratios. What is being done to ensure accuracy of seat or room availability through online channels?
- Models for Dynamic Packaging. Packages are mature in Europe and in a growth phase in North America. Dynamic packaging is the capability to combine air, hotel, car and local activities to create a compelling offer online to a consumer. Developing packages requires insight into consumer behavior and data analytics to maximize margins.
- Cross-selling and Up-selling to Improve the Bottom Line. It is a well accepted fact that travel agents and online web super markets have a keen focus on cross selling other products (to create a package) to improve the total value of the transaction. Similarly, the new business models supported by some airlines with branded fare families require a capability to upsell a passenger to a higher product category. A discussion on the science of cross-selling and up-selling and subsequent impacts on the airline business, distribution systems (GDS, OTAs) and consumers.
- Content accuracy is a very important consideration for Global Distribution Systems, Online Travel Agencies (OTAs) and airline web sites. Accuracy in content being displayed generates incremental bookings and improves customer satisfaction.

The submission should clearly indicate the following;

Journal of Revenue & Pricing Management – Technology & Distribution Channels 8.1 Issue

Advice about the suitability of papers can be sent to:

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GENERAL GUIDELINES

Papers should either be research or practitioner papers. *Research papers* are normally between 4000 and 6000 words and be subject to strict double-blind refereeing and will be reviewed by at least two referees. Research papers are usually considered (but not necessarily) to be theoretical, mathematical and written by academics. Whereas *practitioner papers* are normally 2000–4000 words and reviewed by one member of the journal's editorial board for insightfulness, clarity and contribution to industry best practice.

Papers outside these guidelines will be considered but authors should note that the review process will consider the length in relation to the content and the clarity of the writing.

Authors should not seek to use the Journal as a vehicle for marketing any specific product or service.

Authors should avoid the use of language or slang that is not in keeping with the academic and professional style of the Journal.

Titles of organisations etc. should be written out first in full and thereafter in initials.

Authors are asked to ensure that references to named people and/or organisations are accurate and without libelous implications.

REFERENCES

Papers should be supported by actual or hypothetical examples or references, wherever possible and appropriate.

References should be set out in accordance with the Harvard style – that is, they should be indicated in the text by the author's surname followed by the year of publication, both in brackets (e.g. Boyle, 1992) and then set out in full in a corresponding alphabetical list at the end of the text in the following form:

- REFERENCES TO JOURNAL ARTICLES:
Author (year) 'Title of article', *Journal name*, Vol., No., pp;
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Author (year) 'Title of chapter' in Editor (ed), 'Book title', Publisher, place of publication.

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Photographs and illustrations supporting papers may be submitted where appropriate. Photographs should be good quality positives, printed from the original negatives and in black and white only or can be supplied electronically.

FIGURES

Figures and other line illustrations may only be supplied in black and white and should be submitted in electronic format. Each figure should be numbered and titled. In the text, the position of figures should be indicated by typing on a separate line the words "Figure 1 about here". A copy of the data should also be included where appropriate.

TABLES

Tables should be numbered consecutively and independently of any figures in the article and should be supplied in black and white. Each table should be numbered and titled. All columns should have explanatory headings. Tables should not repeat data that are available elsewhere in the paper. In the text, the position of tables should be indicated by typing on a separate line the words "Table 1 about here".

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