

# Editorial

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When Benson Yuen, President of the Airline Group at PROS, approached me about writing the introduction to this special issue of the *Journal of Revenue and Pricing Management* — the practical reality of keeping the responsibilities of his day job ahead of those as an editor — I felt a little apprehensive. I knew that editor-in-chief Ian Yeoman had asked Benson to do a special issue using PROS authors, and I was happy to provide a contribution myself ('Revenue management in the airline industry: From Gumball dispensers to rocket science'). Still, I'd never heard of a company being asked to take responsibility for the content of a journal — subject, of course, to final editorial approval by the editor-in-chief and referees. The more I thought about it, however, the more I liked the idea. And as I reviewed the finished product, I realised that Ian and Benson had made it work.

The articles you will find in this issue represent a cross-section of activities taking place at PROS in 2005. In keeping with the character of the company, papers range from mathematical (Partridge, 'Developing performance metrics and detecting outliers for management control'; Walczak, 'Modeling high demand variance in dynamic programming') to dealing with business problems (Cutshall and Weisbrodt, 'Implementing an O&D revenue management solution'; Wishlinski, 'Extracting the most benefit from a revenue management solution implementation'). There is a specialised paper on airline fare classes (Billings *et al.*, 'Improving revenue through fare stratification and a new business process between revenue management and sales'), a description of how revenue management differs in the cruise and hotel industries (Biehn, 'A cruise ship is not a floating hotel'), a discussion of how pricing software is being defined in the market (Valkov, 'From theory to

practice: Real-world applications of scientific pricing across different industries'), and a paper on pricing in the healthcare industry (Christenson, 'Scientific charge master rate optimization: Knowing things that can go wrong and how to avoid them'). John Riddell, PROS' Senior Vice President of Pricing Solutions, takes a look at the future of revenue management in 'Taking the customer view: Moving from yielding to pricing.' In each instance, the authors have addressed a topic they consider worthy of attention and felt compelled to write about; so compelled that they found the time to actually do the writing. After all, they have day jobs, too. Special thanks to Marcela Pasten for reminding everyone of deadlines they'd committed to, and for helping put together the final manuscripts.

It would be wrong to interpret the papers contained in this special issue as a carefully chosen collection of the most important topics faced by PROS in 2005. They're a combination of many things: what would be a relevant topic for the journal; who was interested in writing; what could be handled in the prescribed length and format of a journal article; what had the potential to interest the reader. But by the same token, it would be a mistake to pretend the papers can somehow be disassociated with PROS. At PROS or any other company, the products of that company bear the imprint of its cultural seal. A careful reading shows that the papers contained in this issue have a distinct personality, both individually and as a whole. There's no denying that they're PROS papers, but I hope that recognising this will provide a different perspective than found in most journal issues; that you will see not only a collection of papers, but will catch a glimpse, however small, inside an organisation.

**EA Boyd for Benson Yuen**  
**Editor**