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The IJRM is an interdisciplinary and referred journal that provides authoritative sources of reference and an international forum in the field of revenue management. The journal publishes well-written and academically rigorous manuscripts. Both theoretic development and applied research are welcome. The IJRM will appear in the Cabell’s Directory of Publishing Opportunities in Economics and Finance, 10th Edition.

Objectives

The objectives of the journal are to establish an effective channel of communication between business decision makers, policy makers, government agencies, academic and research institutions, and persons concerned with the complex role of revenue management. Specifically, IJRM attempts to publish creative, innovative concepts, strategies, theories, and methodologies.

Readership

Academics, researchers, managers, analysts, specialists, consultants, software developers and other professionals

Content

The journal publishes original papers, theory-based empirical papers, review papers, technical reports, case studies, and management reports. Special Issues devoted to important topics in revenue management will occasionally be published. Manuscripts submitted will be reviewed rigorously and thoroughly by leading researchers and practitioners in the field.

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The areas covered by the journal include, but are not limited to:

- Revenue or yield management
- Customer relationship management
- Knowledge management and value creation
- Cluster analysis
- Consumer behaviour
- Branding, segmentation, and channel management
- E-commerce / E-business
- Strategy
- Supply chain and demand management
- Enterprise resources planning
- Production and operations management
- Business processes and management
- Forecasting
- Pricing / dynamic pricing / option pricing
• Database / data warehouse management
• Data mining and business intelligence
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• Computerization
• Decision support systems
• Software development
• Economics of revenue management
• Healthcare management
• Human resource management
• Strategic alliance
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• Performance measure and evaluation
• Any other interdisciplinary research across business functions

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