

GOR Arbeitsgruppe „Pricing & Revenue Management“

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| Donnerstag, 18.01.2018 | | |
| ab 19:00 | <i>Bistorante da Priscilla</i> | |
| Freitag, 19.01.2018 | | |
| 08:30-09:00 | Eintreffen der Teilnehmer & Begrüßung | <i>Prof. Dr. Claudius Steinhardt</i> UniBw München |
| 09:00-09:45 | Different Revenue Management approaches within the integrated tourism company TUI | <i>Felix Dosdall</i> TUI AG <i>Dr. Anika Birkholz</i> TUI Deutschland GmbH |
| 09:45-10:30 | TUI gets Data Driven – Neue Möglichkeiten im Revenue Management durch Analytics & Integration | <i>Stefan Grossmann</i> <i>Oliver Pfeifer</i> TUI Deutschland GmbH |
| 10:30-11:00 | Pause | |
| 11:00-11:45 | Why Travel and Tourism Needs a New Approach to Pricing and Revenue Management | <i>Alberto Guerrini</i> <i>Gabriele Ferri</i> The Boston Consulting Group |
| 11:45-12:30 | Optimizing Online Customer Interaction by Advanced Data Analytics | <i>Dr. Bernhard Luther</i> HWR Berlin |
| 12:30-13:30 | Mittagessen | |
| 13:30-14:15 | Customer evolve over time - an analysis on conditioned customer interaction levels - dynamic pricing gets only more difficult | <i>Dr. Alwin Haensel</i> Haensel AMS GmbH |
| 14:15-15:00 | Dynamic Personalized Pricing – the next generation of pricing?! | <i>Prof. Dr. Andreas Krämer</i> exeo Strategic Consulting AG |
| 15:00-15:30 | Pause | |
| 15:30-16:15 | Decomposition Methods for Network Revenue Management | <i>Prof. Dr. Thomas Winter</i> Beuth Hochschule Berlin |
| 16:15-17:00 | The Bid Price – Swiss Army Knife of Revenue Management | <i>Jonas Rauch</i> Deutsche Lufthansa AG |
| 17:00-17:30 | Abschlussdiskussion | |