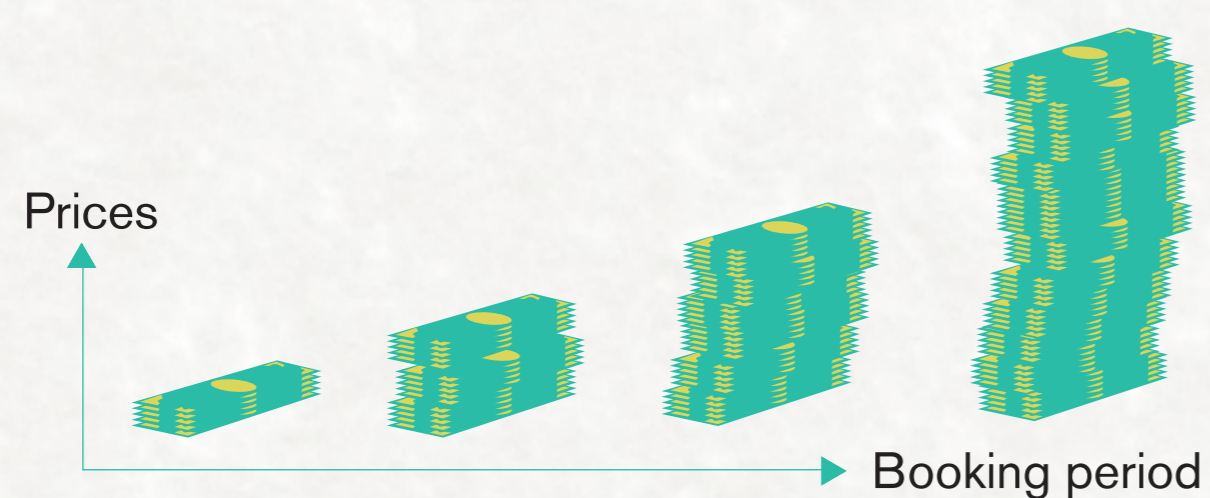
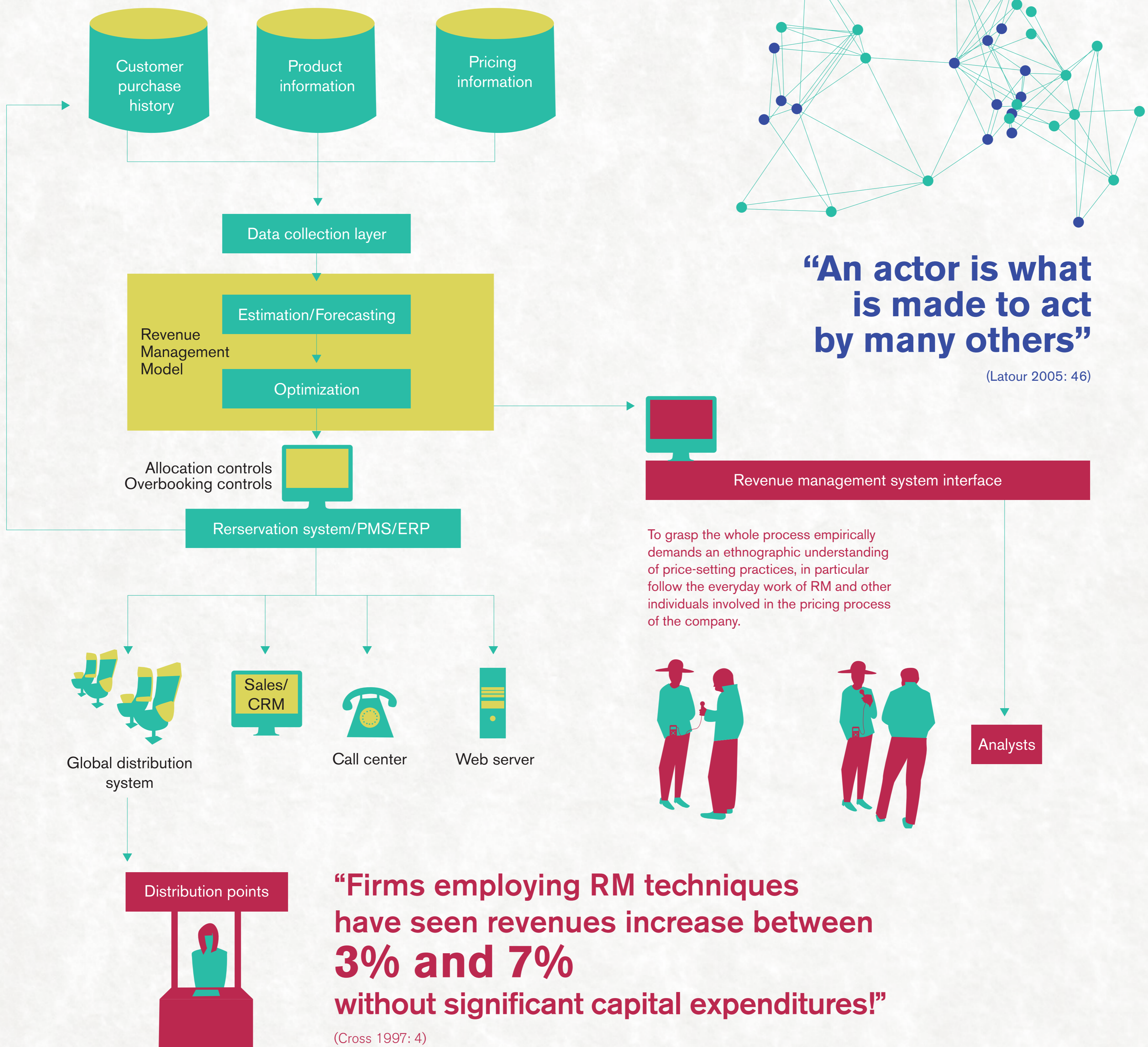


Revenue Management from a Sociological Perspective

Revenue management (RM) can be referred to as “the methodology and systems” required to make either “sales decisions (we are making decisions on where and when to sell and to whom and at what price) or demand-management decisions (we are estimating demand and its characteristics and using price and capacity control to ‘manage’ demand)” (Talluri and van Ryzin 2004: 2).



“Selling the right seats to the right customers at the right prices.”

(Smith, Leimkuhler, and Darrow 1992: 8)

Research Questions

What Is in Prices?
What Is Made to Act by Prices?

Conceptual Framework

New Economic Sociology
Actor-Network Theory

Methods and Fieldsites

History of RM
SNCF/Thalys