

Anderson Analytics Chief Strategist to present on Rate Competition and Hotel Revenue Management at INFORMS Conference at Columbia University

New York, NY -- June 5, 2006-- This Monday at Columbia University, Dr Hong Jin will present on “Rate Competition and Hotel Revenue Management”, an example of the ever expanding scope of dynamic pricing.

The Sixth Annual INFORMS Revenue Management and Pricing Section Conference, which builds on the great success of the previous five INFORMS Revenue Management (RM) Section conferences, is an essential forum for both practitioners and academics who want to keep abreast of the latest scientific developments in pricing and revenue management.

The conference features presentations from a mix of academic and industry leaders in the field of revenue management.

The conference is co-organized by the Revenue Management and Pricing Section of INFORMS, the Sloan School of Management and the Operations Research Center at MIT, the W. Edwards Deming Center, Columbia Business School and the Fu Foundation School of Engineering and Applied Science at Columbia University.

About Informs

The Institute for Operations Research and the Management Sciences (INFORMS) is the largest professional society in the world for professionals in the field of operations research (O.R.). It was established in 1995 with the merger of the Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS).

About Anderson Analytics

Anderson Analytics is a full-service market research consultancy and helping clients gain the “Information Advantage” is our main goal. We do this by combining new technologies with traditional marketing research, providing quantitative and qualitative solutions to help solve challenging marketing problems and discover hidden opportunities. We combine the efficiencies and business experience found in large research firms with the rigorous methodological understanding from academia with the enthusiasm and creativity found only in smaller firms. [Anderson Analytics Website](#)