

參考文獻

- 1、Bodily, S. E., and Weatherford, L. R., "A taxonomy and research overview of perishable-asset revenue management: Yield management, overbooking and pricing," *Operation Research*, Vol. 41, No. 5, pp. 831-844, 1992.
- 2、Belababa, P. P. "Airline yield management: an overview of seat inventory control," *Transportation Science*, Vol. 21, No. 2, pp. 63-73, 1987.
- 3、Bodily, S. E., and Weatherford, L. R., "Perishable-asset revenue management: Generic and multiple-price yield management with diversion," *Omega*, Vol. 23, No. 2, pp. 173-185, 1995.
- 4、Botimer, T. C., "Efficiency consideration in airline pricing and yield management," *Transportation Research Part-A*, Vol. 30, No. 4, pp. 307-317, 1996.
- 5、Kanafani, A., *Transportation Demand Analysis*, McGraw-Hill Book Company, 1983.
- 6、Littlewood, K., "Forecasting and control of passenger bookings," AGIFORS Symp., Proc. 12, pp. 95-117, 1972.
- 7、Lee, T. C., and Hersh, M., "A model for dynamic airline seat inventory control with multiple seat bookings," *Transportation Science*, Vol. 27, No. 3, pp.252-265, 1993.
- 8、Buhr, J., "Optimal sales limit for 2-sector flights," AGIFORS Symp., Proc. 22, pp. 291-303, 1982.
- 9、Wang, K., "Optimal seat allocation for multi-leg flights with multiple fare types," AGIFORS Symp., Proc. 23, pp. 225-237, 1983.
- 10、Curry, R. E., "Optimal airline seat allocation with fare classes nested by origins and destinations," *Transportation Science*, Vol. 24, No. 3, pp. 193-204, 1990.
- 11、Wollmer, R. D., "An airline seat management model for a single route when lower fare classes book first," *Operation Research*, Vol. 40, No. 1, pp. 26-37, 1992.
- 12、McGill, J. I., Brumelle, S. L., "Airline seat allocation with multiple nested fare classes," *Operation Research*, Vol. 41, No. 1, pp. 127-137, 1993.
- 13、Wong, J. T., "Airline network seat allocation," Ph.D. Dissertation, Northwestern University, 1990.
- 14、Teodorovic, D., *Airline Operation Research*, Gordon and Breach Publishers, 1988.
- 15、Botimer, T. C., and Balobaba, P. P., "Airline pricing and fare product differentiation: A new theoretical framework," *Journal of Operation Research Society*, Vol. 50, pp. 1085-1097, 1999.

- 16、Morrison, S. A., and Winston, C., *The Evolution of Airline Industry*, The Brookings Institution, Washington D.C., 1995.
- 17、Akira, T., and Shinji, M., "An applied model of airline revenue management," *Journal of Travel Research*, Vol. 35, pp. 64-68, 1997.
- 18、McGill, J. I., "Revenue management: research overview and prospects," *Transportation Science*, Vol. 33, No. 2, pp. 232-254, 1999.
- 19、Shlifer, E. and Y. Vardi, "An Airline Overbooking Policy," *Transportation Science* 9, 1975, pp. 169-173.
- 20、
- 21、謝登隆、徐繼達，個體經濟理論與應用，智勝文化事業有限公司，民國 87 年。
- 22、石豐宇、郭維杰，多席訂位與多重行程之動態艙位規劃分析，運輸計畫季刊，第 28 卷，第四期，頁 565-592，民國 88 年 12 月。
- 23、陳茂南、顏上堯，競爭環境中航空公司應變之道－生益管理，中華民國運輸學會第六屆運輸學術聯誼研討會，頁 58-71，民國 88 年。
- 24、石豐宇、黃瑞財，以非均質卜桑過程構建多席航空訂位需求預測模式，運輸計畫季刊第 25 卷，第四期，頁 665-680，民國八十五年 12 月。
- 25、交通部運輸研究所，赴港澳地區國際空運旅客特性調查與分析，民國八十七年四月。