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## ***Benjamin Marcus***

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### **Intellectual Contributions:**

#### **Refereed Articles**

- Marcus, B. & Anderson, C. K. (in press, 2007). Revenue Management for Low-Cost Providers. *European Journal of Operational Research*.
- Marcus, B. & Anderson, C. K. (2006). Online Low-Price Guarantees - A Real Options Analysis. *Operations Research*, 54 (6), 1041-1050.
- Davison, M., Anderson, C. L., Marcus, B., & Anderson, K. (2002). Development of a Hybrid Model for Electrical Power Spot Prices. *IEEE Transaction on Power Systems*, 17 (2), 257-264.

#### **Cases**

- Anderson, C. K. & Marcus, B. (2005). Dollar Thrifty Automotive Group: Online Discounting. *Ivey Cases*. Ivey Publishing.
- Anderson, C. K. & Marcus, B. (2004). Online Low-Price Guarantees - Dollar.com. *Ivey Cases*. Ivey Publishing.
- Anderson, C. K. & Marcus, B. (2003). Craggier National Park. *Ivey Cases*. Ivey Publishing.

#### **Presentation of Refereed Papers**

##### **International**

- Marcus, B. & Anderson, C. K. (2007, June). *Competitive Supply Chain Contracting: Tour Operator Revenue Management*. Presented at 7th Annual INFORMS Revenue Management and Pricing Section Conference, Barcelona, Spain.

#### **Presentation of Non-Refereed Papers**

##### **International**

- Marcus, B. & Anderson, C. K. (2005). *Competitive Supply Chain Contracting: Revenue Management for Tour Operators*. Invited presentation at INFORMS Conference, San Francisco, California.
- Marcus, B. & Anderson, C. K. (2005). *Tour Revenue Management*. Invited presentation at International Federation of Operational Research Societies (IFORS), Honolulu, Hawaii.
- Marcus, B. & Anderson, C. K. (2004). *Revenue Management for Low-Cost Carriers*. Invited presentation at INFORMS Conference, Denver, Colorado.
- Marcus, B. & Anderson, C. K. (2004). *Low-Price Guarantees - A Real Options Analysis*. Invited presentation at CORS/INFORMS, Banff, AB, Canada.
- Anderson, C. K., Huson, M., & Marcus, B. (2003). *Debt, Taxes and Employee Stock Options - A Monte Carlo Approach*. INFORMS Conference, Atlanta, Georgia.

##### **National**

- Marcus, B. & Anderson, C. K. (2007, May). *Competitive Supply Chain Contracting*. Candian Operational Research Society (CORS), London, Canada.

Marcus, B. & Anderson, C. K. (2005). *Revenue Management for Low-Cost Providers*.  
Invited presentation at Candian Operational Research Society (CORS), Halifax, NS,  
Canada.

**Local**

Marcus, B. & Anderson, C. K. (2007, April). *Competitive Supply Chain Contracting: Tour  
Operator Revenue Management*. Invited presentation at School of Hotel  
Administration, Cornell University, Ithaca, New York.

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