

Laurie Garrow – Georgia Tech

Research Focus: Using online data and non-traditional data sources to enhance our understanding of traveler behavior, particularly within the airline industry.

Methodological Focus: Discrete choice modeling, revenue management

Recent Projects:

1. Using online pricing and seat map data to estimate flight-level price elasticities and willingness to pay to avoid a middle seat
2. Using individual-level ticket data to quantify welfare benefits of airline mergers
3. Integrating passenger behavior into revenue management models

