

The Journal of Revenue and Pricing Management

Strategic B2B pricing, Vol. 11, Iss. 1

Guest Editors: Dr. Andreas Hinterhuber (Bocconi University and Hinterhuber & Partners) and Stephan Liozu (Ardex America and Case Western Reserve University).

NOTES FOR CONTRIBUTORS

SUBMISSION OF PAPERS

In 2012, a special issue on Strategic B2B Pricing will be guest edited by Dr. Andreas Hinterhuber and Stephan Liozu. We would like to invite the scientific and practicing community to submit abstracts by **15 January 2011** in order to be considered for publication.

Pricing is a subject which has received significant academic attention. The topic of B2B pricing, however, is less explored. Our aim for this special issue is to gather a series of empirical and conceptual papers which confirm, challenge, and extend our understanding of price management in the B2B and industrial areas.

Recommended topic areas to consider for inclusion in this special issue include, but are not limited to, the following:

1. Pricing strategies and tactics in B2B: what is “strategic”, what is “tactical” in B2B price management?
2. Psychological and behavioural aspects of B2B pricing: how do B2B purchasers and B2B sellers absorb, encode, and memorize prices? Which factors explain price search, price encoding, and price memory in business markets?
3. Pricing capabilities: what are pricing capabilities and how do companies acquire and develop them to create competitive advantage?
4. Organizing the pricing function: how do B2B companies organize the pricing function? How are responsibilities, resources, and capabilities distributed and what are contingent factors? What do we know about the consequences of different organizational structures in firms?
5. Value-based pricing in business markets: how do companies implement value-based pricing in business markets? Which organizational factors enable, which factors prevent the adoption of value-based pricing?

6. Consequences of alternative pricing approaches: what are financial consequences (sales, profit growth, shareholder value creation) of alternative pricing approaches? When does value-based pricing lead to superior results?
7. Economic value analysis and the monetization of competitive advantage: what are the process and tools that B2B and industrial firms use to assess and measure economic value and to translate the measured value into the final price setting process?
8. Revenue management and dynamic pricing: what do we know about the adoption and consequences (financial, customer satisfaction) of revenue management and dynamic pricing in B2B and other non-traditional markets?
9. Industry studies: how do specific industries (e.g. the chemical industry, the pharmaceutical industry) organize the pricing function? How does knowledge on pricing migrate across companies?
10. Innovation in pricing: what are innovative methods and approaches to B2B pricing and how do they contribute to firm's success?
11. Pricing and customer satisfaction: how are pricing approaches and customer satisfaction in business markets related? What is price satisfaction in business markets?
12. Price negotiation in business markets: which factors explain how value (and prices) are divided between buyers and sellers in business markets?
13. Qualitative case studies on pricing: what inspiration do those companies, that master B2B price management exceptionally well, provide for other companies? What are case studies of B2B pricing excellence?

Submission of papers;

Papers should be submitted to hinterhuber@unibocconi.it

The paper should be clearly labeled in the title line of the email - *Journal of Revenue & Pricing Management –Strategic B2B Pricing 11.1 Issue*

Advice about the suitability of papers and other enquiries can be sent to:

Dr. Andreas Hinterhuber
hinterhuber@unibocconi.it

Stephan Liozu
sliozu@case.edu

Deadlines

Submission of abstracts: 15 January 2011
Submission of full papers: 15 April 2011
Feedback to authors 15 July 2011
Final papers: 15 September 2011
Publication: Jan 2012

Format

Our format is to have rather a large number of shorter papers that will stick to a narrow theme (e.g. pricing competencies, implementing value-based pricing) than a small number of unfocused and speculative papers.

Research methods and guidelines

We are open to a wide number of research methods and expect all papers to either make a strong empirical contribution to the field of industrial pricing or to challenge conventional wisdom concerning all aspects of B2B pricing through novel, insightful and carefully crafted conceptual propositions.

Research papers typically between 4000-6000 words should either be empirical which test, extend, or build pricing theory and contribute to industrial pricing practice or a theoretical contribution which advances theory.

Practitioner papers typically shorter and between 2000-4000 words contribute to the understanding of industry and company best-practices, the implementation of pricing strategy, processes, and tools in industrial practice and are typically (co-) authored by industry professionals.

Review process

Research papers are subject to a doubly-blind review process by at least 2 reviewers for their empirical or theoretical contribution. Practitioner contributions are reviewed by one member of the journal's editorial board for insightfulness, clarity and contribution to industry best practice

Authors should not seek to use the Journal as a vehicle for marketing any specific product or service.

Authors should avoid the use of language or slang that is not in keeping with the academic and professional style of the Journal.

Titles of organizations etc. should be written out first in full and thereafter in initials.

Authors are asked to ensure that references to named people and/or organizations are accurate and without libelous implications.

References

Papers should be supported by actual or hypothetical examples or references, wherever possible and appropriate.

References should be set out in accordance with the Harvard style - that is, they should be indicated in the text by the author's surname followed by the year of publication, both in brackets (e.g. Boyle, 1992) and then set out in full in a corresponding alphabetical list at the end of the text in the following form:

- **References to journal articles:**
Author (year) 'Title of article', *Journal name*, Vol., No., pp;
- **References to books:**
Author (year) 'Title of chapter' in 'Editor' (ed), 'Book title', Publisher, place of publication.

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Photographs and illustrations supporting papers may be submitted where appropriate. Photographs should be good quality positives, printed from the original negatives and in black and white only or can be supplied electronically.

Figures

Figures and other line illustrations may only be supplied in black and white and should be submitted in electronic format. Each figure should be numbered and titled. In the text, the position of figures should be indicated by typing on a separate line the words "Figure 1 about here". A copy of the data should also be included where appropriate.

Tables

Tables should be numbered consecutively and independently of any figures in the article and should be supplied in black and white. Each table should be numbered and titled. All columns should have explanatory headings. Tables should not repeat data that are available elsewhere in the paper. In the text, the position of tables should be indicated by typing on a separate line the words "Table 1 about here".

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