

# Pricing Capabilities and Pricing Strategies

A unique and highly interactive workshop assembling pricing academics and pricing practitioners

Lund School of Economics and Management, Lund University, Sweden

Monday, November 22<sup>nd</sup>, 2010 – 13h to 18h (CET)

Pricing practice is still heavily dominated by cost- and competition-based pricing strategies. Academic research, however, suggests the superiority of value-based pricing strategies. When firms adopt innovative pricing strategies, they require specific capabilities which are different from those associated with traditional cost- and competition-based strategies. In this unique workshop, pricing practitioners and scholars will explore the concept of pricing capabilities and how they can improve a firm's overall pricing performance.

## Speakers

### Dr Mark Zbaracki

Associate Professor, Richard Ivey School of Business

### Dr Andreas Hinterhuber

Visiting Professor, Bocconi University and Hinterhuber & Partners

### Berndt Berndtsson

Programme Director, Alfa Laval

### Stephan Liozu

CEO, Ardex America and Case Western Reserve University, Weatherhead School of Management

### Dr Niklas Hallberg

Assistant Professor, Lund Institute of Economic Research, Lund University

### *Moderator:* Dr Magnus Johansson

Lund Institute of Economic Research, Lund University

## Who should attend?

**Managers, Directors, Heads of Pricing, Marketing, Revenue Management, Strategic Pricing, Strategic Planning**

**Academics in the fields of Pricing, Marketing, Strategy**

## Why you should attend!

The workshop provides a unique bridge between academic pricing research and pricing practice, exploring the concept of pricing capabilities and implementation in a highly interactive format.

## Event Details

13.00-18.00  
22nd November, 2010

EC3:207, School of Economics and Management  
Holger Crafoords Ekonomisentrum  
Tycho Brahes väg 1, Lund, Sweden

## Agenda

**13:00**            **Welcome and opening of the workshop**

Magnus Johansson

**13:10- 14:40**    **Pricing Capabilities**

13:10            *Keynote: Mark Zbaracki*

14:00            Niklas Hallberg

*Coffee and networking*

**15:10- 16:30**    **Pricing Strategies and Pricing Approaches**

15:10            Andreas Hinterhuber

15:50            Stephan Liozu

**16:40- 18:00**    **Pricing Experiences and Panel Session**

16:40            Berndt Berndtsson

17:20            Panel Session

Each session consists of a presentation by each speaker followed by a combined Q&A and discussion part. The audience is welcome ask questions as well as contribute with their own insights and experiences in order to generate interesting discussions. During the panel session the speakers, in interaction with the audience, will discuss pricing capabilities and pricing strategies at large.

For more information up to the event please visit: [pricingcapabilities.blogspot.com](http://pricingcapabilities.blogspot.com)



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