

# Value Assessment and Value Capture Capabilities

A unique, free of charge workshop bringing together academics and managers

*Institute of Economic Research,  
Lund School of Economics and Management,  
Lund University*

*19 May, 2014*

**valuable** ► adj. worth a great deal of money. ■ very useful or important. ► n. (**valuables**) small valuable items of personal property.  
– DERIVATIVES **valuably** adv.  
**valuation** ► n. an estimation of something's worth, especially one carried out by a professional valuer. ■ the monetary worth estimated.  
– DERIVATIVES **valueate** v. (chiefly N. Amer.).  
**valuator** ► n. archaic a valuer.  
**value** ► n. **1** the regard that something is held to deserve; importance or worth. ■ material or monetary worth.

Following up on the 2010 workshop on Pricing Capabilities this event focuses on Value Assessment and Value Capture Capabilities. Value Assessment and Value Capture Capabilities are increasingly important concepts as firms struggle to estimate and capture the value they create. This is becoming especially apparent as firms adopt value based pricing strategies and struggle to assess value of innovative efforts. This workshop is a unique, free of charge opportunity to take part of the experiences and insights of academics as well as managers, from Europe as well as North America.

Among the topics covered are:

- Value assessment methods
- Value capture methods
- Organizational capabilities of value assessment and capture
- Pricing capabilities
- Organizational challenges and change management for implementing value assessment and value capture methods



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## Confirmed Speakers

Andreas Hinterhuber, Hinterhuber & Partners

Stephan Liozu, Case Western Reserve University

Todd Snelgrove, Global Manager Value, SKF

Niklas Hallberg, Lund University

## Who should attend?

### Academics in the fields of

Strategy, Pricing, Marketing, Innovation

### Managers, Directors, Heads of

Pricing, Revenue Management, Customer Value, Sales, Strategic Planning, R&D, Product Management, Marketing

### Why you should attend!

The workshop will provide insights into the processes, routines and mechanisms of Value Assessment and Value Capture

## Preliminary program

9.45-10.00 Registration

10.00-10.30 Industry presentation

10.45-12.00 Abstract session - 3 presentations

12.00-13.10 Lunch

13.15-14.30 Abstract session - 4 presentations

14.30-15.00 Coffee break

15.00-15.30 Industry presentation.

15.30-16.15 Abstract session - 2 presentations

16.15-17.00 Plenary session and wrap-up



This is a non-profit event, free and open to all. However seats are limited and therefore registration is required. For registration please visit <http://valueassessment.eventzilla.net>.  
Registration deadline: 2 May, 2014.

## Event Details

09.45-17.00  
19 May, 2014

Institute of Economic Research  
School of Economics and Management  
Alfa 2, Scheelevägen 17A,  
Lund, Sweden



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