

**Call for Papers**  
**Journal of Revenue and Pricing Management**  
**Special Issue on**  
**The Profit Impact of Pricing and Revenue Management**

**Guest Editor: Dr Stephan Liozu, Case Western Reserve University  
and Dr Andreas Hinterhuber, Hinterhuber & Partners**

In 2015, a special issue on “The Profit Impact of Pricing and Revenue Management” will be guest edited by Dr. Stephan Liozu and Dr. Andreas Hinterhuber. We invite the scientific and practicing community to submit papers by **15 June 2014** in order to be considered for publication.

Pricing is a subject which has received significant academic attention. The topic of the profit impact of pricing and revenue management, however, is less explored. We know, for example, that the introduction of revenue management translates into an average increase of revenues of 3-7 percent (Skugge, 2004). Much less explored is the impact on profitability: does revenue management affect demand, prices/willingness to pay, costs or all of these elements? Our aim for this special issue is to gather a series of empirical and conceptual papers which explore, challenge, and extend the understanding of the impact of pricing and revenue management on the bottom line.

The *Journal of Revenue & Pricing Management* serves as a bridge between practice and theory in order to advance the field through dissemination and publication of leading articles for the benefit of industry and the wider community. A strong emphasis is placed on the utility value of research in which application is demonstrated.

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

- The interplay between pricing/revenue management, customer satisfaction and profits: considerations of perceived unfairness in many cases prevent service companies from implementing revenue management. What are the mechanisms which enable companies to *jointly* increase profits and customer satisfaction through pricing and revenue management?
- Organizing the pricing and revenue management function for superior performance: how do companies organize the pricing function? How responsibilities, resources, and capabilities distributed and what are contingent factors? What do we know about the consequences of different organizational structures of pricing on firm profitability?
- Revenue management analytics and consequences on revenue and profit performance.
- 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?
- 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?
- Revenue management and dynamic pricing and profits: what do we know about the adoption and consequences (financial, customer satisfaction) of revenue management and dynamic pricing on company profits?
- Industry studies: how do specific industries (e.g. the chemical industry, the airline industry) organize the pricing function? How does knowledge on pricing migrate across companies? What do we know about pricing and revenue management impact differences by industry?
- Innovation in pricing: what are innovative methods and approaches to B2B pricing and how do they contribute to firm's performance and success?
- What key performance metrics can be linked to specific pricing and revenue management actions?

- We do not limit this call for papers to quantitative papers only. We welcome contributions using the case study method, qualitative methods and mixed methods.

### **Submission of papers**

Papers should be submitted to Dr. Stephan Liozu at [sliozu@case.edu](mailto:sliozu@case.edu). The paper should be clearly labeled in the title line of the email - *Journal of Revenue & Pricing Management –Profit Impact of Pricing and Revenue Management*

Advice about the suitability of papers and other enquiries can be sent to Dr. Stephan Liozu ([sliozu@case.edu](mailto:sliozu@case.edu)) or Dr. Andreas Hinterhuber ([Andreas@hinterhuber.com](mailto:Andreas@hinterhuber.com)).

For full guidelines on preparation of manuscripts please see the instructions for authors' page at [http://www.palgrave-journals.com/rpm/author\\_instructions.html](http://www.palgrave-journals.com/rpm/author_instructions.html).

### **Deadlines**

Paper submissions: 15 June 2014

Feedback to authors 15 September 2014

Final papers: 15 December 2014

Publication: March 2015

### **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 revenue management and pricing through novel, insightful and carefully crafted conceptual propositions.

Empirical contributions (typically between 4000-6000 words) test, extend, or build pricing theory and contribute to pricing and revenue management practices. All empirical methods – including qualitative, quantitative, field, laboratory, meta-analytic, and combination methods –are welcome. All papers must demonstrate a strong benefit for industry with at least twenty percent of the content emphasizing the practical benefits for industry and/or wider RM and Pricing community.

Theoretical contributions (typically between 4000-6000 words) should advance theory in the area of pricing and revenue management. Authors can achieve this objective by developing new theory, challenging current theory, synthesizing recent advances into fresh theory, initiating a search for new theory by pointing out and carefully delineating a novel type of problem. All papers must demonstrate a strong benefit for industry with at least twenty percent of the content emphasizing the practical benefits for industry and/or wider RM and Pricing community.

Practitioner contributions (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 practice and are typically (co-) authored by industry professionals.

### **Review process**

Theoretical and empirical papers are subject to a double-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

### **Reference**

Skugge, G. (2004). Growing effective revenue managers. *Journal of Revenue & Pricing Management*, 3(1), 49-61.