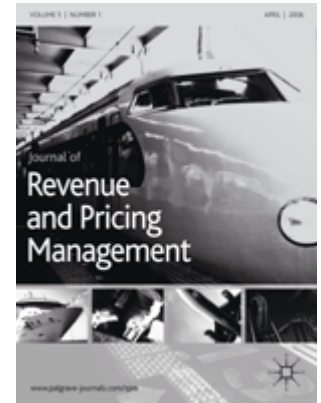


# The Journal of Revenue and Pricing Management

## Special Issue on Pricing and Revenue Models in the New Service Economy Vol 9, No 2



### Guest Editor

**Professor Irene Ng**

**Professor of Marketing Science, University of Exeter, UK**

**Acting Director, S4T Programme, University of Cambridge, UK**

**Advanced Institute of Management Research (AIM) Lead Services Fellow**

### **NOTES FOR CONTRIBUTORS**

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#### **SUBMISSION OF PAPERS**

In 2010, a special issue on pricing and revenue models within the new service economy will be guest edited by Professor Irene Ng of the University of Exeter. We would like to invite leading scientists, researchers and practitioners to submit papers, case studies and articles by **30 September 2009** in order to be considered for publication.

The service economy has recorded phenomenal growth over the past 10 years aided by new technologies. From these service businesses, new pricing and revenue models have emerged. In the online world, Skype, a computer-to-computer communication tool provides its core service for free, with revenues derived from SkypeOut, a paid service charged when a user wishes the computer to call a landline, rather than another computer. Similarly, virtual world platforms such as second life and MMORPG (massively multiplayer online role playing games) earn their revenues from selling virtual products that are only useful in cyberspace. Google earns from ad revenues, separating 'users' from 'payers'. Software as a Service (SaaS) firms such as salesforce.com derive their revenues from an online service provision without the customer's need to buy or own any sophisticated IT systems nor having to deal with the technical fuss. With greater digitization, data is now more easily available resulting in the ability of online firms to construct more responsive and dynamic pricing and revenue models.

In the brick and mortar world, new and more advanced technologies have resulted in products being able to last longer with manufacturing and engineering firms such as Rolls Royce and Kone starting to focus on long term service provision for their complex engineering equipment as more than 50% of their revenues are now derived from services. As one business executive would put it, "the sale of one of our products generates 4 times service revenues over the lifetime use of its product". Such services have resulted in innovative revenue models such as Rolls Royce "power-by-the-hour®" where the price of servicing the engine is calculated on the basis of how many hours the engine is in the air or where hotels do not own their linen but 'rent' the linen provision in their hotels as a service complete with laundering (\$1 per sheet laundered). Furthermore, manufacturing firms are starting to mix tangible and intangible offerings in the form of product-service-systems (PSS), challenging conventional pricing techniques.

The above suggests that pricing and revenue models in the modern service economy has moved from transactional-based pricing to more sophisticated models that incorporate relational, temporal and behavioural issues.

How do such developments map onto traditional ideas in the practice and research of pricing, often found in the domain of economics, OR and marketing? The new service economy requires new knowledge and likely to need new ways of thinking in the research and practice of pricing and development of revenue models

This call for papers seeks to highlight research and practices surrounding pricing and revenue models in the new service economy. Manuscripts are invited from both research and practice across disciplines. The criteria for selection is based on the transferability of knowledge in the practice and research of pricing/revenue

models across service sectors, rather than contextual within a type of service. Inter-disciplinary academic papers and inter-functional practice papers are particularly encouraged.

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

1. Models that could be applied to or derived to advance the knowledge of pricing in the technologically advanced service economy
2. Relational, temporal, behavioural issues in the pricing of online or virtual world services
3. Value-based pricing and revenue models particularly when there are multiple stakeholders in the service system (e.g. airport services, facebook)
4. The role of value co-creation in revenue models and pricing of services
5. Service Dominant Logic and its impact on revenue and pricing models
6. Through life pricing for service and support engineering
7. Pricing and Revenue Models for Software as a Service (SaaS) or Everything as a Service (EaaS) systems
8. Pricing and Revenue Models for Product-Service-Systems (PSS)

#### **About the Journal**

The *Journal of Revenue and Pricing Management* is an associate publication of [INFORMS Revenue Management & Pricing section](#)

*Journal of Revenue and Pricing Management* serves and reflects the tremendous growth in research and practices of revenue management and pricing, which has come about as a result of the growing appreciation of the subject.

"The only independent Revenue Management and Pricing journal that covers multiple industries in one location, provides case studies for practitioners and theoretical articles for academics to provide an insight as to what is coming in the future."

Paul Rose

Managing Director Paul Rose Revenue Management Ltd.

"JRPM provides a long overdue and much-needed forum for pricing and RM researchers and practitioners alike. The articles are timely and topical, reflecting the ongoing rapid evolution of pricing/RM models and business processes."

Peter Belobaba

Principal Research Scientist

International Center for Air Transportation

Massachusetts Institute of Technology

#### **Submission of papers;**

Papers should be submitted to [y.f.lim@exeter.ac.uk](mailto:y.f.lim@exeter.ac.uk) as editorial assistant to the special issue.

The paper should be clearly labeled in the title line of the email - *Journal of Revenue & Pricing Management – Pricing and Revenue Models in the New Service Economy 9.2 Issue*. Advice about the suitability of papers and other enquires can be sent to Professor Irene Ng at [irene.ng@exeter.ac.uk](mailto:irene.ng@exeter.ac.uk)

#### **General guidelines**

Papers should either be research or practitioner papers. **Research papers** are normally between 4000 to 6000 words and be subject to strict double-blind refereeing and will be reviewed by at least two referees. Research papers are usually considered (but not necessarily) to be theoretical, mathematical and written by academics. Whereas **practitioner papers** are normally 2000-4000 words and reviewed by one member of the journal's editorial board for insightfulness, clarity and contribution to industry best practice. Papers outside these guidelines will be considered but authors should note that the review process will consider the length in relation to the content and the clarity of the writing. 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 organisations etc. should be written out first in full and thereafter in initials. Authors are asked to ensure that references to named people and/or organisations 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.

#### **Photographs and illustrations**

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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