Journal of Revenue and Pricing Management

“Advances and Best Practices in Value-based Pricing”

Guest Editor: Dr. Stephan Liozu (Chatham University)

NOTES FOR CONTRIBUTORS

SUBMISSION OF PAPERS

In 2016, a special issue on “Advances and Best Practices in Value-based Pricing” will be guest edited by Dr. Stephan Liozu, Assistant Professor of Management & Strategy at Chatham University and Founder of Value Innoruption Advisors. We invite the scientific and practicing community to submit abstracts by 1st July 2015 in order to be considered for publication.

Pricing is a subject which has received significant academic attention. Despite a recent increased in publications (Anderson & Wynstra, 2010; A. Hinterhuber & Liozu, 2012), value-based pricing remains a methodology that is misunderstood and under-researched. In fact, a paper published in 2012 reports that the conceptualization of value-based pricing is still not clear in the field of practice (Liozu, Hinterhuber, Boland, & Perelli, 2012). Scholars and consultants agree that value-based pricing is a very progressive pricing orientation (Andreas Hinterhuber, 2008b). Others have demonstrated that it can positively impact firm performance (Liozu & Hinterhuber, 2013). Yet less than 20% of firms adopt value-based pricing in practice.

This special issue dedicated to the latest advances and best practices in value-based pricing aims at putting this unique pricing orientation or practice under the spotlight so that it can better understood, adopted, and assimilated in organizations. We welcome academic papers (qualitative, quantitative, mixed methods), practitioner’s papers, case studies, and other relevant contribution to produce a ground breaking special issue dedicated to advances in value-based pricing. Because we focus on advances and developments, we will select papers based on the robustness of the survey methods, the contribution to the special issue mission, and the novelty and innovativeness of the findings.

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

1. The organizational challenges in getting value-based pricing adopted and assimilated in firms. Organizational and behavioral challenges have been reported in the past (Andreas Hinterhuber, 2008a). Why are leaders in organizations not managing to get value-based pricing successfully deployed? What are new barriers they encounter in practices?

2. The impact and ROI of value-based pricing on firm performance have not been clearly demonstrating. We welcome case studies on successful deployments that led to increase in sales, profits, pricing power, and innovation success.
3. Understanding the concept and nature of differentiation is critical to extraction differentiation value. How do customers understand differentiation? How does differentiation perceptions change between product and services? What are the gaps between intended versus perceived differentiation?

4. Economic value analysis and the monetization of competitive advantage: what are the process and tools that leaders in firms use to assess and measure economic value and to translate the measured value into the final price setting process?

5. Managing the segmentation process as part of value-based pricing. Often mentioned as a key barrier to the success of value-based pricing, segmentation analysis and programs are difficult to conceptualize, design, and execute. How does successful firms using value-based pricing conduct segmentation analysis? How do they version offering and pricing models by customer segments?

6. Industry-specific case studies: how do specific industries (e.g. the chemical industry, the airline industry) organize for value-based pricing? How do industry players react to value-based pricing offerings? What are key success stories in specific verticals or industry that others can benefit from?

7. Technological Innovation in value-based pricing have been introduced to market in order to accelerate the deployment of value-based pricing across entire organizations. Companies develop specific tools and technique to systematize the execution of value-based pricing strategies and tactics.

8. What key performance metrics can be linked to value-based pricing and how do you know if you are being successful in the deployment? What are the critical factors to track? How do you define the scope of value-based pricing projects?

Value-based pricing is a methodology defined by experts as a 4 to 6 step process. Steps typically include segmentation analysis, competitive analysis, identification of differentiation drivers, quantification of differentiation value, translating differentiation value into pricing, and communication of value. All submitted academic papers and empirical contributions need to be framed within the context of pricing theory and value-based pricing in general. We do not wish to publish narrow papers that are only focused on one activity within the value-based pricing methodology. Because this special issue is also aimed at a practitioner’s audience, we wish to contextualize all papers within the wide value-based pricing practice.

**Submission of abstract:**

Abstracts should be submitted to sliozu@chatham.edu

The abstract should be clearly labeled in the title line of the email - *Journal of Revenue & Pricing Management - Advances in Value-based Pricing*

The abstract should be no more than 400 words

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. This must be demonstrated in the abstract.

An abstract is required that considers the following points:

- Title of the proposed paper (essential)
- Contributing authors and contact details (essential)
- Purpose of proposal (essential)
- Main findings (if appropriate)
- Research methodology (if appropriate)
- Theoretical contribution (if appropriate)
- Forms of paper (i.e., research, practitioner, thoughts)
- Utility Value for practitioners or industry (essential)
- Four key words

Details about the journal and author guidelines can be found at [http://www.palgrave-journals.com/rpm/index.htm](http://www.palgrave-journals.com/rpm/index.htm)

**Deadlines**

- Abstract Proposal: July 1st, 2015
- Paper submissions: December 31st, 2015
- Feedback to authors: March 30th, 2016
- Final papers: July 30th, 2016
- Publication: December 2016

**Queries**

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

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**References**


