

Track no. 24: Dimensions of pricing

How organisations charge for their products and services (outbound pricing) and pay for their resources (inbound pricing) are vital strategic issues. Pricing influences which deals are closed, determines commitments and risk sharing between buyer and seller, and affects both financial results and positioning in the marketplace. Traditional approaches focus on differentiating price levels, but organisations increasingly also try novel ways to link prices to various aspects of a deal. Such price modelling has become increasingly relevant and complex as information technology (IT) spurs innovative products and service, and as globalisation opens up new markets. Often several firms interact to meet client needs, and pricing agreements among partner firms interact to determine the financial outcome and how it is shared between them.

Therefore, it is urgent to discuss how, and in which ways, pricing has become a strategic tool that can change customer behaviour and spawn new market opportunities. To apply this tool is not an easy task since pricing research is dispersed across different disciplines, and pricing is in practice often performed with a piecemeal and fragmented approach. There is therefore a need for research within the Management discipline that explores and makes sense of the repertoire of possible dimensions of pricing practices and theory.

This track welcomes papers that present studies on pricing. We encourage a wide scope, from discussions of inbound and outbound price modelling, to how pricing relates to business models, management control, business strategies and industry contexts. Both theoretical and empirically based studies are appreciated.

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