Special Issue on Pricing Strategy and Price Analysis

Call for Papers

A business can use a variety of pricing strategies when selling a product or service. The price can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on pricing strategy and price analysis. Potential topics include, but are not limited to:

- Maximize profitability
- Price analysis for market
- Asset pricing and stock market
- Consumer price evaluations
- Price models
- Price and cost
- Price competition
- Value-based pricing
- Price volatility
- Effects of price
- Price impact trade

Authors should read over the journal’s For Authors carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal’s Paper Submission System.

Please kindly notice that the “Special Issue” under your manuscript title is supposed to be specified and the research field “Special Issue – Pricing Strategy and Price Analysis” should be chosen during your submission.

According to the following timetable:

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<td>Publication Date</td>
<td>September 2018</td>
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