



Special Issue on Pricing Strategy, Model and Price Analysis

Call for Papers

Price is often an important factor affecting the success or failure of a trade, and it is the most difficult factor to determine in a marketing mix. The goal of enterprise pricing is to promote sales and make profits. There are six common pricing strategies: discount pricing, psychological pricing, differential pricing, regional pricing and portfolio pricing, new product pricing. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in the area of **Pricing Strategy, Model and Price Analysis**.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Pricing Strategy, Model and Price Analysis**. Potential topics include, but are not limited to:

- Pricing strategy and profitability
- CAPM
- Cost-plus pricing
- Market and stock price analysis
- Price analysis techniques
- Price competition
- Price discrimination
- Limit price
- Psychological pricing
- Value-based pricing
- Black–Scholes model

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 specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue - Pricing Strategy, Model and Price Analysis**” should be selected during your submission.

Special Issue Timetable:

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