



Special Issue on Pricing Strategy and Theory

Call for Papers

Pricing strategy and theory refer to the techniques and methods used by businesses to determine the optimum price for their products and services to maximize profits. It involves understanding customer behavior, assessing market demand, analyzing competitive forces, and identifying the product's value proposition. The pricing strategy can affect a company's revenue, market share, and profits. 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 and Theory.

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

- Asset pricing
- Behavioral pricing
- Channel pricing
- Competitive pricing
- Cost-plus pricing
- Demand forecasting
- Dynamic pricing
- Freemium pricing
- Penetration pricing
- Perceived value pricing
- Premium pricing
- Price anchoring
- Price bundling
- Price differentiation
- Price elasticity
- Price optimization
- Price sensitivity
- Price skimming
- Pricing models
- Product life cycle pricing
- Promotional pricing
- Psychological pricing
- Revenue management
- Value-based pricing



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 and Theory**” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	April 25th, 2024
Publication Date	June 2024

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at jmf@scirp.org.