Special Issue on Pricing Strategy and Price Management

Call for Papers

Price is the value that is put to a product or service and is the result of a complex set of calculations and analysis. A pricing strategy is a model or method used to establish the best price for a product or service. It helps choosing prices to maximize profits and shareholder value while considering consumer and market demand. 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 Price Management.

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 Price Management**. Potential topics include, but are not limited to:

- Price dynamics
- Price elasticity
- Option pricing
- Bundle pricing
- Competition-based pricing
- Cost-plus pricing
- Dynamic pricing
- Freemium pricing
- Geographic pricing
- High-low pricing
- Hourly pricing
- Penetration pricing
- Premium pricing
- Project-based pricing
- Psychological pricing
- Skimming pricing
- 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 Price Management***" should be selected during your submission.

Special Issue Timetable:

Submission Deadline	November 30th, 2021
Publication Date	January 2022

Guest Editor:

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