The Journal of Revenue and Pricing Management


Guest Editor: Dr. Andreas Hinterhuber (Hinterhuber & Partners)

NOTES FOR CONTRIBUTORS

SUBMISSION OF PAPERS

In mid 2017, a special issue on Implementing Pricing Strategies will be guest edited by Dr. Andreas Hinterhuber. We would like to invite the scientific and practicing community to submit papers by 30 November 2016 in order to be considered for publication.

BACKGROUND

At the risk of oversimplification, the following assertion probably stands: On the continuum stretching from pricing strategy development to pricing strategy implementation, the literature has dedicated a very substantial attention to the former while dedicating much less attention to the latter. This focus on pricing strategy development at the expense of pricing strategy implementation is unwarranted. Revenue management models, for example, treat customers essentially as data points – and overlook how changes in pricing strategies affect customer perceptions of value and price or their purchase likelihoods. These models will not and cannot answer the question on how to obtain customer support for a new pricing strategy in order to increase implementation success. In a similar vein, the examination and anticipation of competitive responses in the context of pricing strategy implementation is a question typically overlooked. Also the company perspective on implementation deserves substantially more attention than it currently receives: It would be beneficial to know, for examples, which changeable factors (e.g. resources, capabilities, actors, other assets) and which unchangeable factors (e.g. a company’s starting position) determine the successful or less successful implementation of any given pricing strategy.

Papers in this special issue will thus examine all “3Cs” of pricing strategy (Hinterhuber, 2004) – customers, competitors, company – with a specific focus on implementation. Out of scope are papers dealing with strategic analysis, goals, and pricing strategy formulation/development.

Recommended topic areas to consider for inclusion in this special issue include, but are not limited to, the following:

1. Customer perspective: Pertinent research questions explore customer perceptions of or customer reactions to pricing strategy implementation. Of interest here: Which factors account for different adoption rates of a new pricing
strategy in a heterogeneous customer set? How can companies increase implementation success with customers when adopting a new pricing strategy or when increasing prices? How can companies obtain customer support in the context of pricing strategy implementation (radical vs gradual change)? How can companies favorably influence customer perceptions of value and price when implementing (new) pricing strategies?

2. Competitor perspective: Core research questions explore the interaction between pricing strategy implementation of a focal company and key competitors. Of interest: Which factors explain why some competitors react to any given pricing strategy? How can companies influence competitors and shape markets in the context of pricing strategy implementation?

3. Company perspective: Core questions explore the antecedents of pricing strategy implementation. Of interest also here is the exploration of the micro-level antecedents of pricing strategy implementation, for example: Individual characteristics and pricing decisions: How do individual psychological traits (e.g. altruism, intelligence) influence pricing strategy implementation? How does implementation of pricing at the individual level gain traction to lead to pricing implementation at the organizational level? Goal framing and pricing: How do hedonic goals (concerned about short-term gains), gain goals (concerned about longer term benefits), and normative goals (concerned with adhering to moral principles) interact at the individual level to influence pricing? Of interest also research questions that examine which changeable factors (e.g. factors related to capabilities, resources or the organizational configuration) and which fixed factors (e.g. factors related to a company’s starting position) determine the effectiveness of pricing strategy implementation.

4. Best practice section: In the history of marketing strategy implementation one example clearly stands out in terms of implementation effectiveness: Black and Decker industrial power tools in 1992-1994 (Dolan, 2001). Black and Decker, inventor of power tools, had lost its number one position to Makita, fallen to a distant also run in this category and has regained its position as market share, profitability and innovation leader with the implementation of a new marketing strategy that can be inadequately described only with the words spectacularly successful.

What are best practices in pricing strategy implementation? Are there case studies of companies that regained a leadership position lost essentially via effective pricing strategy implementation? Conversely, are there case studies where a well-crafted pricing strategy failed to produce desired results due to ineffective implementation? What do these case studies contribute to the theory and practice of strategic pricing?

Submission of papers;

Papers should be submitted to: andreas@hinterhuber.com
The paper should be clearly labeled in the title line of the email - Journal of Revenue & Pricing Management – Implementing Pricing Strategies.
In the abstract, please also clarify to which section your paper best belongs: customer perspective, competitor perspective, company perspective or, finally, best practice section.
Advice about the suitability of papers and other enquiries can be sent to:

Dr. Andreas Hinterhuber  
Hinterhuber & Partners  
andreas@hinterhuber.com

**Deadlines**  
Submission of papers deadline: 30 November 2016  
Final papers: 30 April 2017  
Publication: November 2017

**Format**  
Our format is to have rather a large number of shorter papers that will stick to a narrow theme than a small number of unfocused and speculative papers.

**Research methods and guidelines**  
We are open to a wide number of research methods and expect all papers to either make a strong empirical contribution to the pricing strategy implementation or to challenge conventional wisdom concerning all aspects of pricing strategy implementation through novel, insightful and carefully crafted conceptual propositions.

Research papers (typically between 4000-6000 words) should be empirical and test, extend, or build theory on pricing strategy implementation (“3Cs”), contribute to pricing practice or be a theoretical contribution which advances theory.

Practitioner papers (typically shorter and between 2000-4000 words) describe best practices in pricing strategy implementation and are typically (co-) authored by industry professionals.

**Review process**  
Research papers are subject to a doubly-blind review process by at least 2 reviewers for their empirical or theoretical contribution. Practitioner contributions are reviewed by one member of the journal’s editorial board for insightfulness, clarity and contribution to industry best practice.

Authors should not seek to use the Journal as a vehicle for marketing any specific product or service.

Authors should avoid the use of language or slang that is not in keeping with the academic and professional style of the Journal.

Titles of organizations etc. should be written out first in full and thereafter in initials.

Authors are asked to ensure that references to named people and/or organizations are accurate and without libelous implications.
References
Papers should be supported by actual or hypothetical examples or references, wherever possible and appropriate.

References should be set out in accordance with the Harvard style - that is, they should be indicated in the text by the author's surname followed by the year of publication, both in brackets (e.g. Boyle, 1992) and then set out in full in a corresponding alphabetical list at the end of the text in the following form:

- **References to journal articles:**
  Author (year) 'Title of article', *Journal name*, Vol., No., pp;

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  Author (year) 'Title of chapter' in 'Editor' (ed), 'Book title', Publisher, place of publication.

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Figures and other line illustrations may only be supplied in black and white and should be submitted in electronic format. Each figure should be numbered and titled. In the text, the position of figures should be indicated by typing on a separate line the words "Figure 1 about here". A copy of the data should also be included where appropriate.

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Tables should be numbered consecutively and independently of any figures in the article and should be supplied in black and white. Each table should be numbered and titled. All columns should have explanatory headings. Tables should not repeat data that are available elsewhere in the paper. In the text, the position of tables should be indicated by typing on a separate line the words "Table 1 about here".

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