



Special Issue on Pricing Strategy and Theory

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 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:

- 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
- Derivative pricing
- Asset 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	March 16th, 2023
Publication Date	May 2023

Guest Editor:

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